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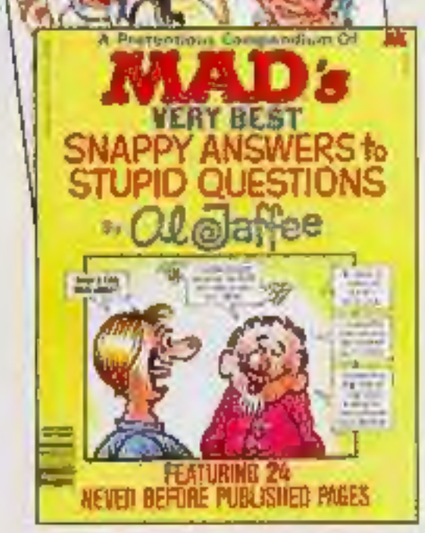

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NUMBER 302 APRIL 1991

MAD

"Remember the good old days, when the government lived within its income and without most of yours?"
—Alfred E. Neuman

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GLORIA ORLANDO, LILLIAN ALFONSO, M.C. GAINES *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTIST: JOHN POUND BACK COVER WRITER: DAN BIRTCHER

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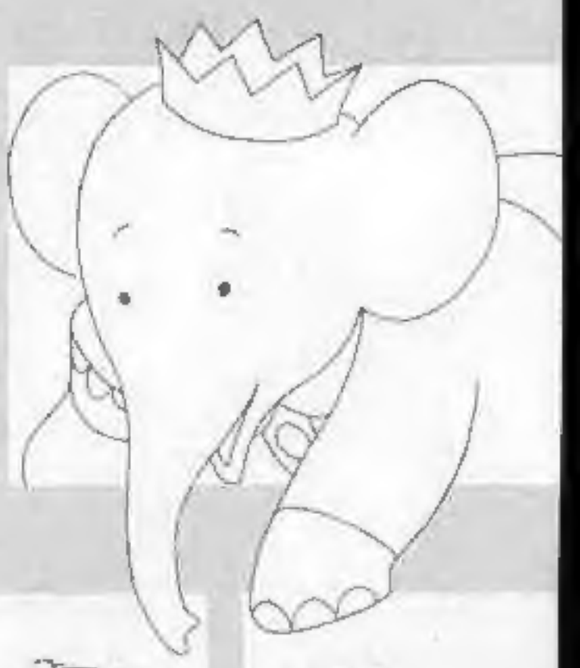

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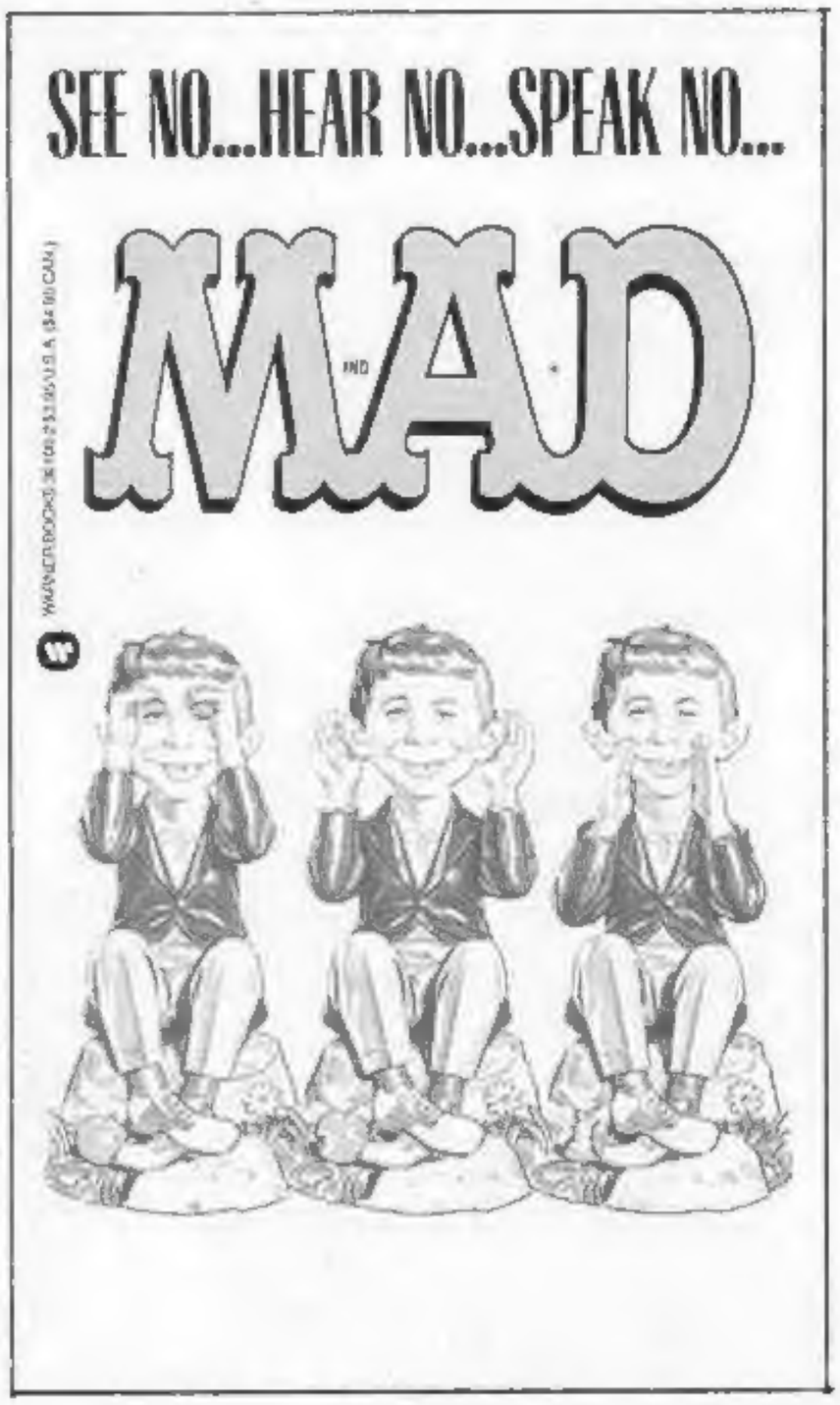
CLOSE YOUR EYES: COVER YOUR EARS: SHUT YOUR MOUTH:

NOW YOU'RE READY TO ENJOY...



Every once in a while a book comes along that can transform an entire generation. While waiting for such a book to come along, this book can really help kill the time for you!

—William Mildred Farnsworth
Higgenbottom Gaines IX
Publisher, MAD Magazine

LETTERS AND TOMATOES DEPT.

DINO-SORE

Once again, you guys should be ashamed. After all, a mag with your reputation for scientific accuracy should've realized that the pterodactyls and dimorphodon in Sergio Aragones's "A MAD Look At Dinosaurs" (#300) aren't dinosaurs! The pterodactyl lived at the same time and belonged to the archosaurs, but are not strictly dinosaurs. The dimorphodon was an ancestor to dinosaurs and mammals. Not only this, but the pterosaur on page 8 has too many fingers and the ceratopsian dino shown in the film lived several million years after the last sauropod. And none of the dinosaurs sat around in swamps. Aside from that, I enjoyed the mag!

Amy Lashmit
Essex Jct., VT

Your letter reminds us of a Brontosaurus ...You know, the one with the PEA-SIZED BRAIN???!!
—Ed.

MORON MAIL

Thirty years ago I found a dirty copy of MAD laying in a street gutter of Daytona Beach. My Mother scolded me and told me not to pick up trash from the street. Now, my son buys and reads MAD on a regular basis. That was my first look at MAD and I've read many copies since trying to find something of value in what you publish.

Charlie Carlson
Sergeant-Major USA (Ret.)
Daytona Beach, FL

There is no value in what we publish! You've wasted a third of your life. Now you're wasting your son's life too. In some cultures, people are fed to live snakes for less! Oh, one more thing: Your Mother was wrong telling you not to pick up trash in the streets. That's how most of the MAD staff met their wives!—Ed.

LICENSE TO ILL

James Mollo of Staten Island, NY sent us this spiffy photo of his Volkswagen Jetta sporting a "Potrzebi" license plate. We understand he only had money for either the plates or some new seat belts. Real good thinking, James!!

WHAT, ME SAUDI?

Hello from the Kingdom of Saudi Arabia. I am currently deployed as a part of Operation Desert Shield. My squad and I are avid readers of MAD and heartily enjoy the humor your magazine displays. We recognize the originality in your humor and conclude that that is why we are kept laughing from cover to cover.

We recently acquired (by chance) a well-used copy of your December issue featuring The Simpsons. We laughed hysterically and our morale was boosted. Unfortunately, that is the only issue we have seen. What we were wondering is if maybe you could send some issues. Thanks for taking time to read my letter.

Specialist Robert A. Bauman
Chicago, IL

Editor's Note: Starting with #300, MAD, in cooperation with its printers and suppliers, began sending 25,000 free copies of each issue to our troops in Saudi Arabia. Unfortunately, there are a lot more than 25,000 soldiers over there. So, instead of trashing your issues, why not send them to our Armed Forces at this address:
For land-based troops:
ANY SERVICEMEMBER
OPERATION DESERT SHIELD
APO NEW YORK
09848-0006
For shipboard troops, substitute FPO and 09866-0006 for the zip code. Postage is 85¢ per issue.

I'm a U.S. Marine helicopter crew chief serving in Saudi Arabia. I read a copy of your mag that another dude had sent to him over here. Thanks for putting the New Kids on the Block in their place! If they're so great, why don't they enlist and serve their country? Better yet, let's draft them and make them grunts and cooks! A job well done, MAD strikes again!

Lcpl. Robert T. Holomshek
Saudi Arabia
"Semper-Fi"

We have a better idea—How about you and your Apache Attack Helicopter circling by Donnie's house!—Ed.

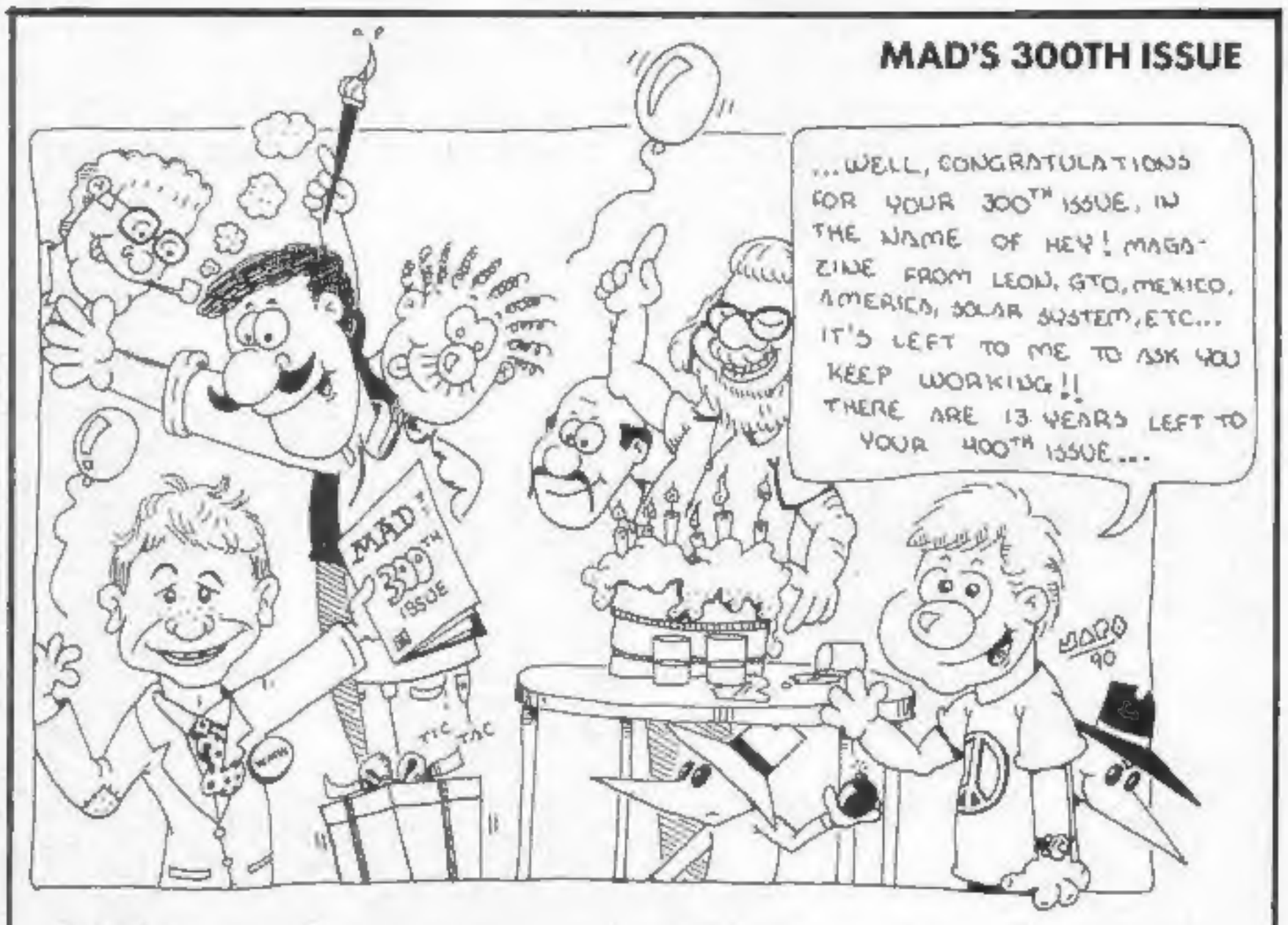
IT DOESN'T ADD UP

My Math Professor at the University of Delaware, Jon Manon, has raised the consciousness of his students regarding the derogatory image of math in the media. Of course we could expect such appalling misrepresentations from television, but not from such a highly respected publication as MAD! I was therefore shocked and dismayed to see you portray mathematicians as "nerds, dorks and wimps" on page 26 of issue #300. On behalf of my Professor and mathematicians everywhere, I request an apology from you.

Peggy Reinholt
Newark, DE

Please accept our sincere apologies. It was never our intention to portray mathematicians as nerds, dorks and wimps! Unfortunately, this happened because the artist failed to carry a "2" in his drawing. Actually, we meant to portray mathematicians as geeks, dweebs and yahoos! We regret the error, but hope you will award us partial credit for the work shown!
—Ed.

MAD'S 300TH ISSUE


...WELL, CONGRATULATIONS FOR YOUR 300TH ISSUE, IN THE NAME OF HEY! MAGAZINE FROM LEON, GTO, MEXICO, AMERICA, SOLAR SYSTEM, ETC... IT'S LEFT TO ME TO ASK YOU KEEP WORKING!! THERE ARE 13 YEARS LEFT TO YOUR 400TH ISSUE...
MAD 300TH ISSUE
TIC TAC
MARO 90

300th issue tributes from our slavishly devoted fans have been pouring in from all over, including this drawing from down south!

I noticed two mistakes in your gala 300th issue—1) It was funny, and 2) You failed to print one of my letters!

A.J. Veraldi
Los Angeles, CA

A.J.—In this issue, we correct both mistakes! —Ed.

Issue 300...You guys never know when to say when. Oh, well. Congratulations anyway on a job well done. Maybe the next 300 issues will actually be funny and tasteful!

Russell Howze
Travelers Rest, SC

RRRRuss—You're right. We don't know when to say "when"...We do, however, know when to say "Schmuck!"—Ed.

Some of the many others who went against their better judgment and wrote to congratulate us on our 300th issue include:

Kelly Dean, Newton Sq., PA; David Tanny, San Diego, CA; Scott Anthony, Woodland Park, CO; Gary Barclay, Hillsboro, OR; Chris Notchick, Waymart, PA; Tyrene Bada, Beaverton, OR; Nate Fisher, St. Louis Pk., MN; Joe Dezutti, Torrance, CA; T.J. Waldron, Lake Butler, FL; Sam Tucker, Westfield, NJ; Trisha Rivera, Granger, WA; Bruce Bourquin, Redlands, CA; Marco Panzanello, Cortland, NY; Adam Sears, Buffalo Grove, IL; Joe Braia, Yonkers, NY; Ajo Olander, Acworth, GA; Will Walker, Sterling Hts., MI; Dwayne Plaunt, Madison Hts., MI; Michael Cormier, Hesperia, CA; Sheila Trotman, West Palm Beach, FL; Drew Crocker, Wilton, CT; Rachael Kaufman, Chicago, IL; Barbara Teran, Jackson Hts., NY; Tom Osicky, Chesapeake City, MD; Scott Carruthers, Boise, ID; Sonny Brucato, Maspeth, NY; Shammah Todd, Jonesboro, GA; Jon Weber, Winter Springs, FL; Tom Olmon, Rockford, MI; Micah Haskell-Hoehl, Pittsburgh, PA; Trent Davis, Milford, MI; Corey Larson, Sedona, AZ; Lawrence Hribar, Baton Rouge, LA; Carter Byrnes, McLean, VA; Amanda Eastman, Lynnwood, WA; Robert Edward, Staten Island, NY; Pamela Gaus White, Washington, DC; Kirk Samulski, Lansdale, PA; Roger Yarrow, Derwood, OH; Justin Clay, Cleveland Hts., OH; Michael Jacques, Midland, Canada; Gregory Alexander, Ontario, Canada; George Petrescue, Saskatchewan, Canada; David Peterson, Tokyo, Japan; Delzant Sylvain, Nantes, France; Laure Bodin, Bangkok, Thailand; Naaman Mualem, Israel; Eddy Bueno and Nathan Filizzi, Whereabouts Unknown!

ENVELOPE OF THE MONTH

This issue's envelope comes to us from Todd Fronauer of Altoona, PA. Todd's such a nice guy that he had the common decency to remind us the design was borrowed from the cover of our 1965 paperback book, "It's a World, World, World, World, MAD"! Todd: Next time, check your spelling!

NOTES FROM A HUSSEIN ASYLUM

I just recently got out of Kuwait. I was supposed to be a member of the American School of Kuwait's Class of '91. So were my friends, but Saddam ruined it for all of us. Now we're scattered all over the world and we can't reach each other. We all liked reading MAD; it was one of the crazy things we had in common. If you could please print my letter and address, I think some of my friends would read it and be able to contact me. Thanks for your help!

Nada Shalaby
Cairo American College
P.O. Box 39
Maadi, Cairo
Egypt 11431

We discussed your request at length, and decided to print your address. We must warn you, however, that you now run the risk of being bombarded with come-on offers promising free Hickory Farms fruitcakes, or worse yet, moronic letters from the thousands of geek, dweeb and yahoo mathematicians who read MAD!—Ed.

WHY ALL THE WACKENFUSS?

After reading the letters page of MAD #299, I was shocked and bewildered to find out how sorely lacking your science department is in the area of nuclear physics. A young man from Oregon wrote to you with a question about atomic structure and the decay of an element. After he did such a great job of stalling his science teacher for what must've been at least a week, you, in your all-encompassing ignorance, gave him some ridiculous solution involving the Wackenfuss Principle. I don't see how you can expect to retain your standing as a renowned and respected science journal if you keep giving advice like that. What you need to be looking for is the atomic mass number of Helium (4). This tells us that no matter what other information is given in the question, the mass of a Helium atom is always 4 amu!

Randy Wilkins
Norfolk, VA

You nuclear nincompoop! We stand by the Wackenfuss Principle and so would you if you read the latest findings on gases as reported in the December issue of Sassy!—Ed.

"MAD REVIEWS THE 21st CENTURY"

In issue #299's "MAD Reviews the 21st Century Ahead of Time," you inferred that Dan Quayle would have won two Presidential elections by 2005. Although the predictions were based on reality, Quayle's political ascension is implausible. I would rather lick the phlegm off of Flipper's blowhole than endure 25 consecutive years of Republican leadership, let alone the MAD satires that would accompany them!

Bryon Kurzenabe
Camden, NJ

Pucker up!—Ed.

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New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Nick on his appearance on "thirtysomething"!

If you missed last summer's big movies, don't despair. They're coming out in videos! And to help you choose the movies you'd like to see, MAD has asked its guest reviewers to render their judgments. (Editor's note: Their judgments might be even sounder if they had actually seen the movies they're reviewing!) So here we go again with MAD's

VIDEO REVIEWS

ARTIST: MORT DRUCKER WRITER: STAN HART

Hi! I'm **Roger Eclair,** and the fellow seated next to me is **Gene Fishkill,** whose **foolish** and **sophomoric opinions** supply our show with **comic relief!**

If my **partner** could keep his **face** out of his tyrannosaurus-size box of **popcorn** for ten seconds he might know **what movie** he was **watching** to **review!**

Anyway, our **first film** is **"Die Even Harder 2"!** In **"Die Harder 1," Goose Willits** saved an **office building** from **terrorists** during a **Christmas vacation...**

This time around **Goose** goes for something **bigger!** He saves an **entire airport** at **Christmas time!** Which shows that, like **Toys 'R' Us,** Yuletide is his **busy season!**

SHHH! KEEP IT DOWN!

WHO ARE THOSE CREEPS?

MORT DRUCKER

Tell me, what are these **#$%&*+ terrorists** demanding from us?

They want us to **release** their **captured dictator** or **else...**

Or else what?

Or else they'll **force** all these **innocent people** to **fly** on **Eastern Airlines!**

What?! Those sadistic fiends must be stopped!

GATES 8 9

I'M NOT SYBIL-MINDED

How could the **same thing** happen **two times** to the **same guy?**

What's so **surprising?** The **same thing** happened to **us twice...**

...and to me three times now...

...how about five— count 'em, five— times to me!

BRAT-TAT-TAT...

LETHAL WEAPON

2

I give "**Die Even Harder 2**" a **thumbs-up**, Gene!

That's **dis-gust-ing!**

You **didn't** like the **film?**

I'm **not** talking about the **film!** I'm talking about **your thumb!** It's got **melted Goobers** all over it! **Yeech!**

The next film is **"Slutty Woman"** in which star **Richard Gerbil** shows what a **consistent actor** he is...

Right! He goes through the **entire movie** without **ever once changing** his **facial expression!**

Why am I **doing this?!** It **doesn't** make **any sense!**

You mean **kissing** a **man** on the **lips** and maybe getting **emotionally involved?**

No, I mean giving **mouth-to-mouth resuscitation** to a man who may very well be in a **terminal coma!**

Imagine bringing **that kind** of **woman** with him to such a **high class dinner!**

It's because of **her** that I made a **deal** with him to **handle** my **financial affairs!**

But the **woman** is a **pros-ti-tute!**

Right! It shows that he **really knows** the **power of money** and **what** to **do** with it! **Hubba, hubba,** my dear!

WHO ORDERED THE GERBIL ?

All told, I gave **"Slutty Woman"** a **thumbs-up...**

You know where you can **stick that thumb!** And don't sit in **front** of me in the **theater!** Your **balding forehead reflects** the **exit sign!**

You're the **right one** to **talk** about **hair!** With that **silly toupee,** you look like **Roseanne Barr's mother!**

Tom Crude gets **totaled** when he plays a shallow, wise guy **racecar driver** in **"Days of Blunder"!** In addition to Tom flashing his **blinding smile** whenever things get **dull,** there are enough **car races** in this film to start a **gasoline shortage!**

He's about the **cockiest,** most **egotistical** kid I ever met!

Well, I know how to **cool off** his **ego!**

How?

Just **show him** the **reviews** from **"Cocktail"!**

DUVAL-VOLINE OIL

GOODYEAR

33

NISSAN

ALEX

To me, there's a very close **connection** between **racecar driving** and **sex!**

Yeah! In **both, you run out** of **gas before** you **cross** the **finish line!**

Hey, **where** are you **going?**

Where do you **think** I'm going? I've never been so **car sick** in all my **life!**

Well, I guess **"Days of Blunder"** gets a **thumbs-up** from **me** and a **finger down** the **throat** from **Gene!**

In **"Flopliners"** a group of young **medical students** try a daring **experiment!** They allow **one** of their **group** to **die** and then bring him **back** to **life!** They want to **prove** that there's **life after death!**

Unfortunately, in **this** dull, dopey film, there doesn't even seem to be a helluva lot of **life before death!**

Do you really think we're doing the **right thing** by **killing** perfectly **healthy people?**

Sure! It's **good practice** for when we become **doctors!**

I guess the **moral** of this **film** is that once the **curtain** of **death** is **parted,** it doesn't **close behind you!**

I have the **same problem** with this **damned hospital gown!**

"Flopliners" shows people who are **brain dead!** Big deal! **"Nightline"** shows the **same thing** when it interviews **Congressmen!**

"Dorkman" is a movie I really **hated!** Halfway through it, I almost **walked out!**

And you **would have,** if you weren't **wedged** into your **seat** so **tightly** that you **couldn't** even **get up!**

Why are you thugs **doing** this to **me?** I'm a **man** of **science!**

Hey, look at it this way, ol' buddy, you just **discovered** a **cure** for **acne!**

What's **he** getting so damn **excited** about?

Yeah! Why **knock it? We started that way,** didn't we?

ACID

I can use my **synthetic skin** to make myself **resemble any celebrity!** The **trouble** is the **skin** only lasts **98 minutes!** Then it starts to **melt** and **hang** from **my face!**

You'll **still** look like a **celebrity— Zsa Zsa Gabor!**

BIRD MENS

That **film** was **pretty scary!** I gave it a **thumbs down** and I think **Roger's thumb inside** his **mouth** is **down! Right?**

Okay! Our **final film** is **"Presumed Impotent"!** It's a very low key **courtroom drama!** What's the main **difference** between **this movie** and a **TV courtroom drama** like **"L.A. Law"? $7.50** a **ticket** to **see it!**

Glub glub!

Your **mistress** is **dead,** but you **still** haven't been able to **forget her,** have you?

I might be able to if you wouldn't **ask me** that **same question ten times** a **day!**

HAVE YOU DRIVEN A FORD LATELY?

You know what **making love** to me **here means?**

Yeah! That you can do a **lot more** on a **desk top** than just **work** a **computer!**

LEGAL BRIEFS

THE STATE VS. MAX KORN

Listen, **you two! How many movies** did you **see?**

Six!

EXI

But you **stiffs** just bought **one ticket apiece!** Get **outta here** and don't **ever** try **sneaking** into **other theaters** in this **sixplex** when the **usher isn't looking!** Schmucks!

LOUIE'S SIXPLEX

1 DIE EVEN HARDER, 2
2 SLUTTY WOMAN
3 PRESUMED IMPOTENT
4 DAYS OF BLUNDER
5 FLOPLINERS
6 DORKMAN

NOW PLAYING

NC-17
DUKE-O

THE END.

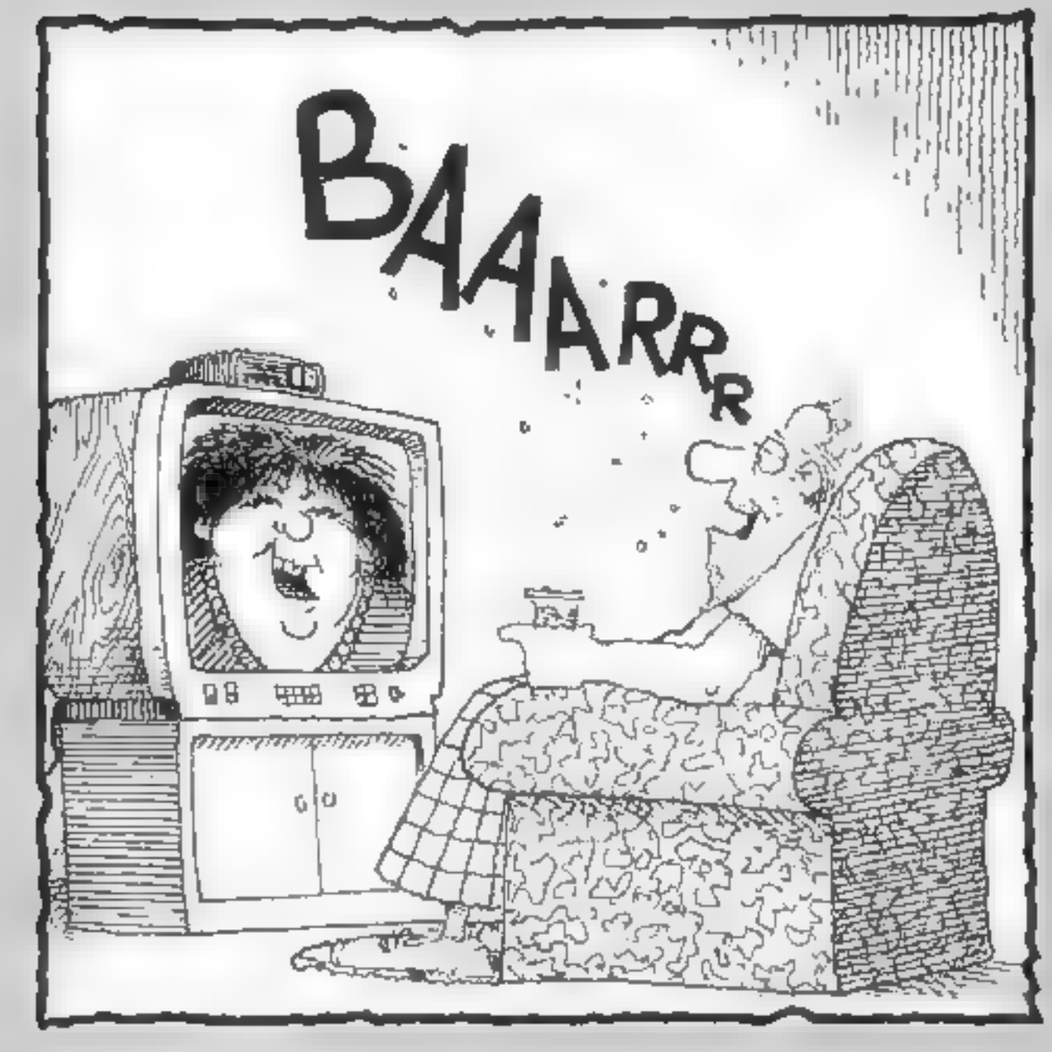
CELEBRIT

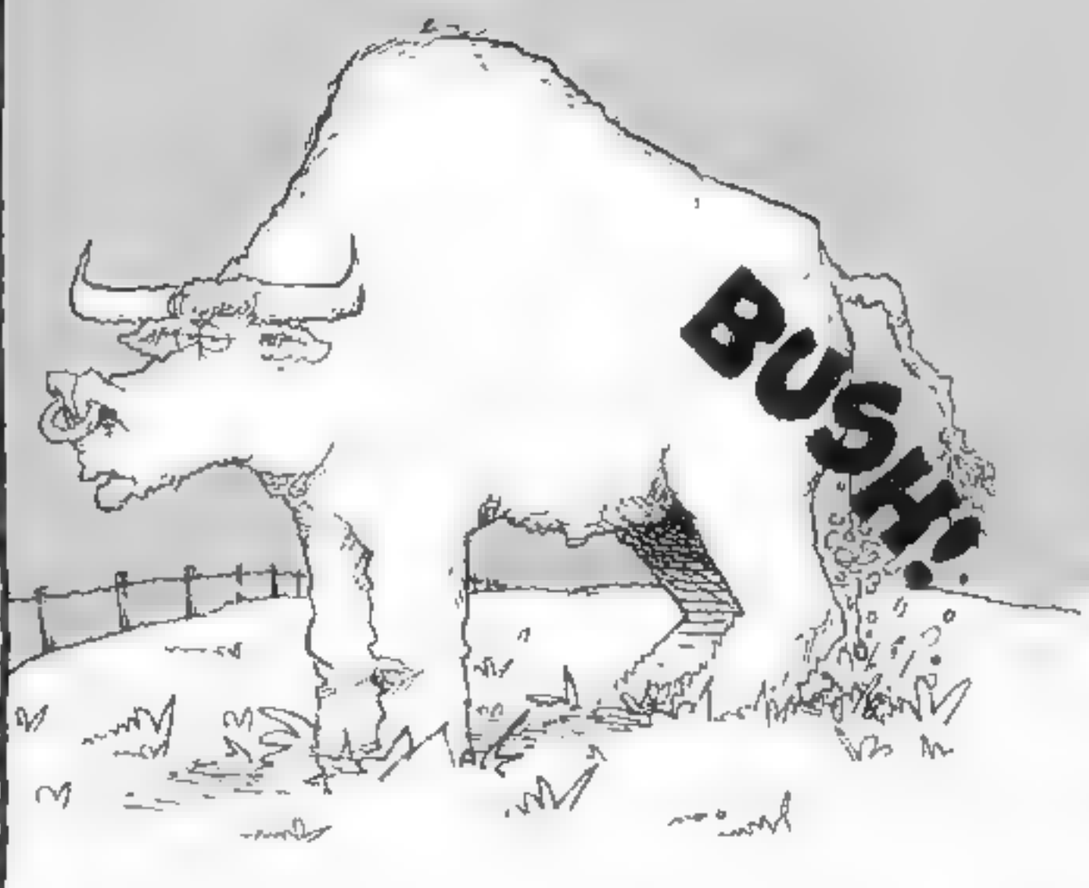
ACOUSCHTICK DEPT.

In a recent issue, you may recall, we gave a timely and puckish lesson in onomatopoeias! We cleared up the popular misconception that an onomatopoeia is a Rumanian fish delicacy! In the likely event that you missed it, an onomatopoeia is a word that *sounds* like the thing it denotes—like "squish," for example. Anyway, we've continued our exhaustive research into this matter and we're exhausted. But as luck would have it, we've managed to milk another article out of this esoteric pap! We've discovered that if you listen carefully, you'll find that some noises actually sound like famous people's names. Confused? You won't be after checking out these ...

Y SOUND EFFECTS

ARTIST AND WRITER- JOHN CALDWELL



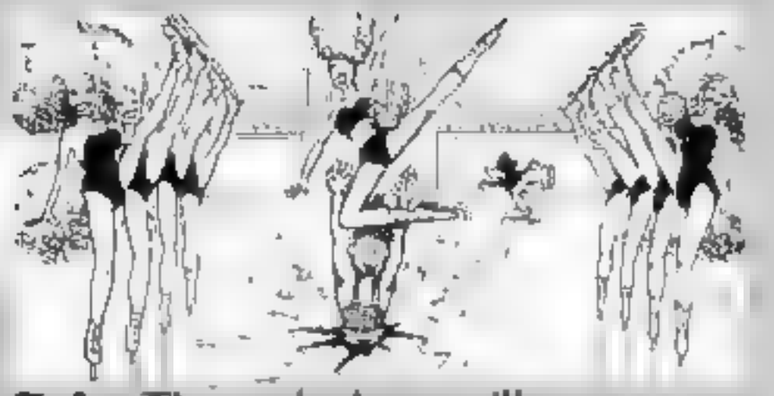


THE MORE THINGS CHANGE, THE MORE THEY STAY THE LAME DEPT.

Why do we study history? Because they make us! And because they're right—those who don't remember the past are doomed to relive it! But things never happen quite the same way

SMALL SCALE EX HISTORY REP

50,000 B.C. Through sheer will power, man makes it through the Ice Age.



Today Through sheer will power, man makes it through the Ice Capades.

1787 The Founding Fathers create a new nation at the Constitutional Convention in Philadelphia.

1860 The Pony Express begins, with riders taking care of the horses at every opportunity.

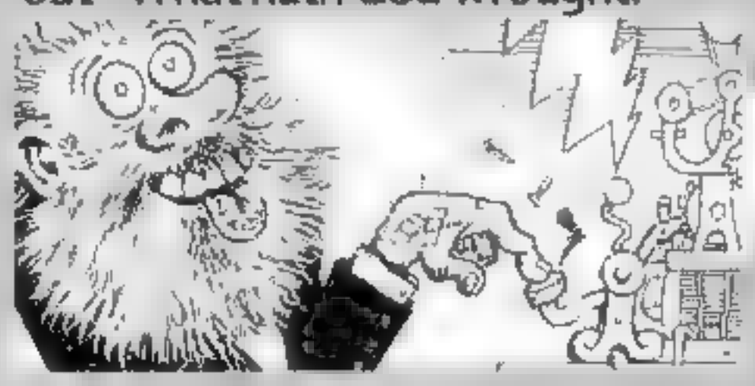
Today the U.S. Postal Service continues, with employees taking every opportunity to horse around.

2 Billion B.C. Life forms in a swamp's ancient, soupy goo.

2200 B.C. Lust for immortality spurs the Egyptians to wrap themselves in precious linens.

Today Lust for high office spurs politicians to wrap themselves in precious linens.

1839 Samuel Morse sees his telegraph is built and taps out "What hath God wrought?"



1778 Love of country prompts George Washington to spend cruel winter at Valley Forge.

Today Love of Bon Jovi prompts Sally Greps to spend cruel night in line at arena ticket office.

1804 Curiosity spurs Lewis and Clark to go explore the Louisiana Territory.

twice! Sometimes you have to look pretty closely to spot the repetition...or let us *look for you! So, without further ado (and just in time for that big test!), we proudly present some*

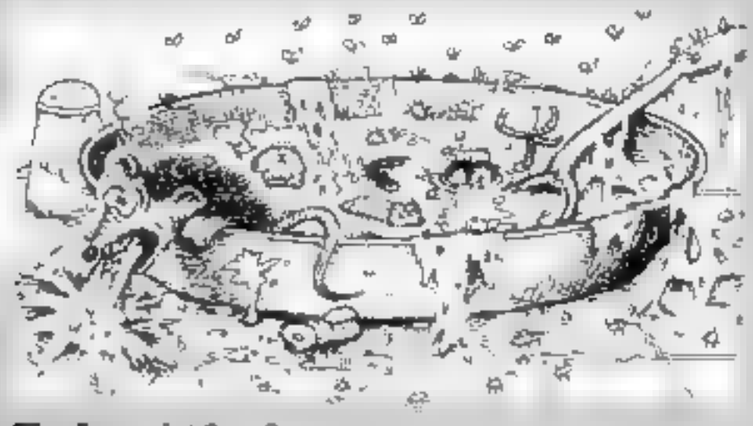
AMPLES OF HOW EATS ITSELF!

ARTIST: TOM BUNK WRITER: DAN BIRTCHER

Today Fred's father creates a sensation at the Confectioners' Convention in Atlantic City.

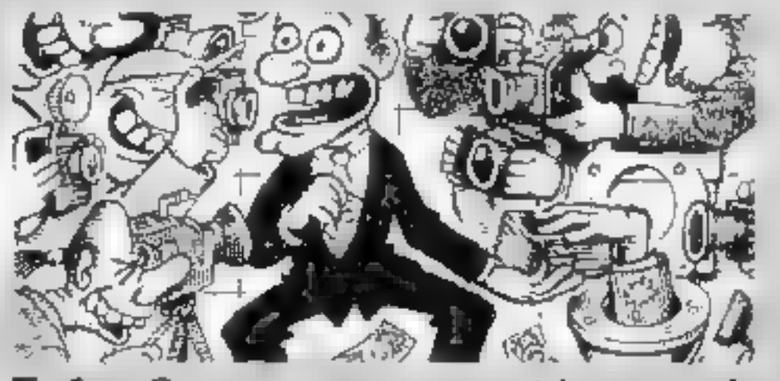
30 million B.C. Apes leave the trees and regroup on the ground in order to achieve a better life.

Today The Monkees leave retirement and regroup on the stage in order to recapture the good life.



Today Life forms in a diner's old, gooey soup.

1810 Napoleon is painted with his hand in his coat because that is the style in France.



Today Congressmen are videotaped with their hands in the cookie jar because that is the style in D.C.

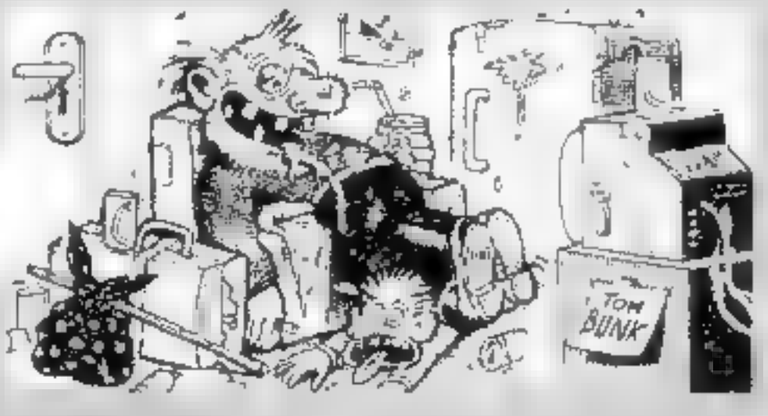
Today Mr. Fiksman sees his telephone bill and shrieks out, "Who in God's name can afford this?!"

1620 Desire to be free of England drives pilgrims to the New World.

Today Desire to be free of wife drives Mr. Hanrahan to his basement workshop.

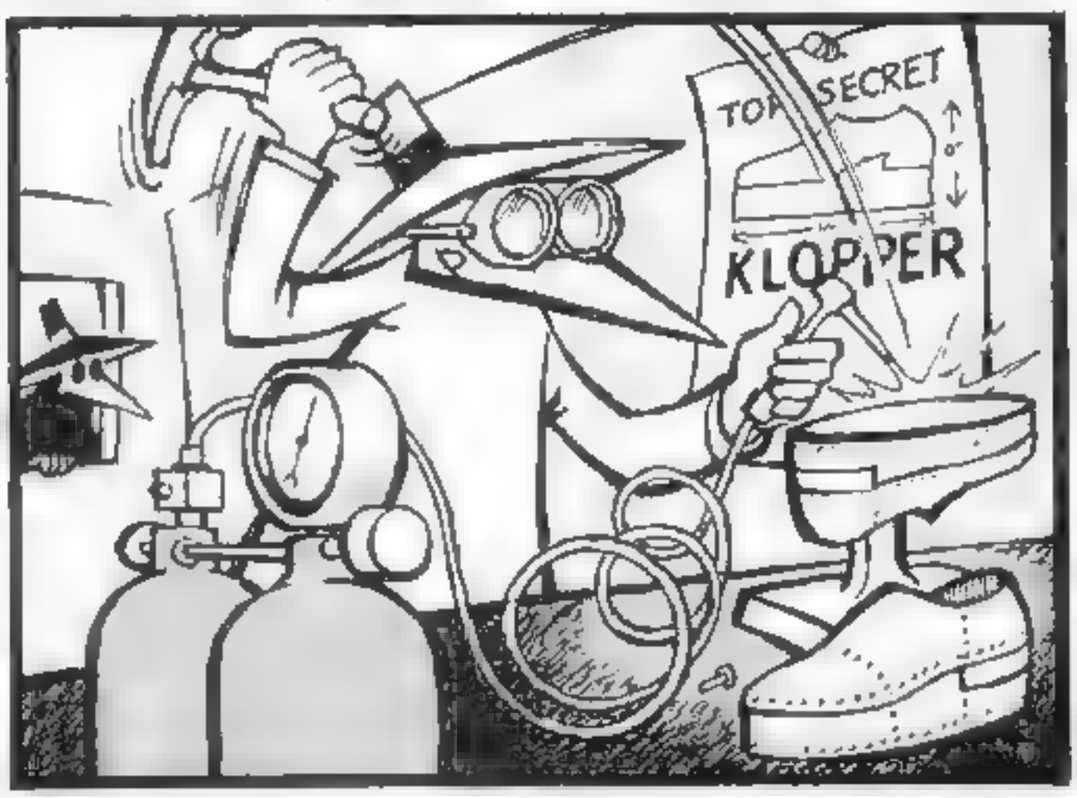
Today Curiosity spurs Louis and Claire to consider going to a different bowling alley.

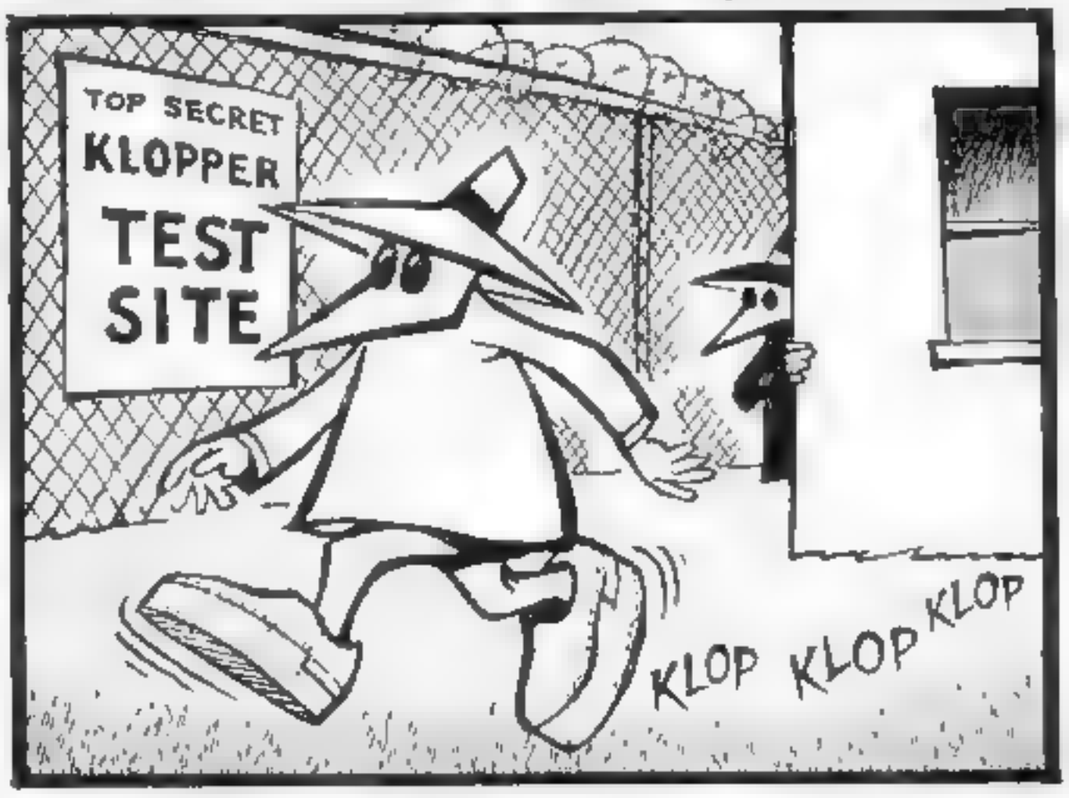
1066 The Normans invade England and make it their home.



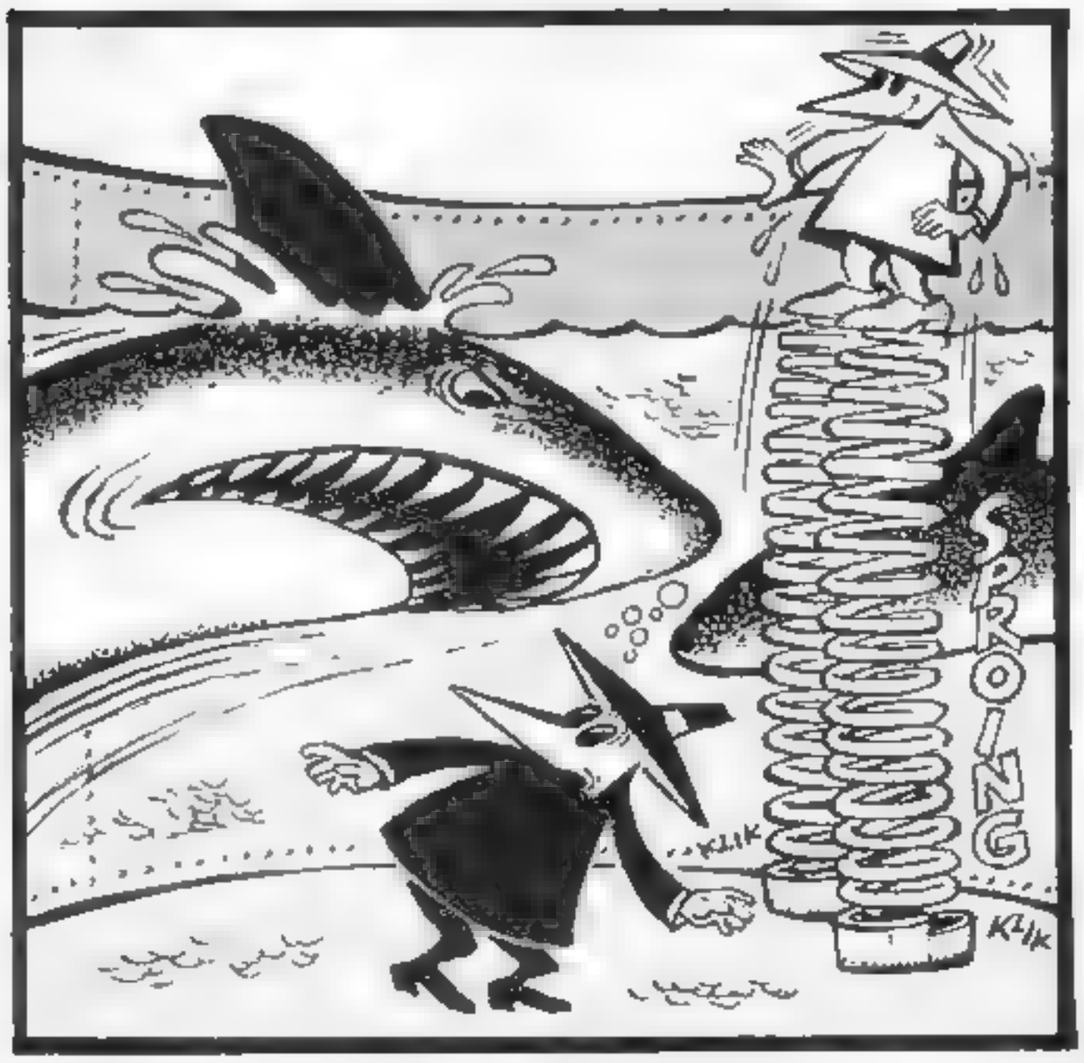
Today Norman's uncle invades his apartment and makes it his home.

SPY vs SPY


TOP SECRET
KLOPPER


TOP SECRET
KLOPPER
TEST
SITE
KLOP KLOP KLOP

DANGER
TOP
SECRET
KLOPPER
TEST
TANK
KLOP
KLOP KLOP


KLIK
KLIK

KLOP KLOP
KLOP KLOP
C/e

Tens of thousands of kiddies have grown up reading about Babar, the king of the land of the elephants. Babar lives in a kinder, gentler world where everything turns out for the best for the elephants and their friends. Yet who knows? Maybe one day they'll have to deal with the not-so-kind, not-so-gentle real world, and we'll have to read

BABAR'S FINAL ADVENTURE

ARTIST: BOB CLARKE WRITER: FRANK JACOBS

King Babar and Queen Celeste were enjoying a wonderful picnic in a happy meadow in the glorious land of the elephants.

Celeste, who was eating an apple, turned her back to Babar while she threw up. "The apple did not please me," she said.

"Of course it pleased you," said Babar. "It had itself sprayed with chemicals so that it was red and shiny and lovely to look at."

"But it made me sick," Celeste said.

Babar chuckled. "How better could the apple tell you that you shouldn't eat it?"

Celeste threw up again, then smiled. "You're right. It was a most considerate apple."

"Oh, look," Celeste exclaimed. "A truck is taking away Zephir the monkey. I am sad to see him go."

"You shouldn't be," Babar said. "He is being given a chance to help humanity."

"I thought he liked it here," said Celeste.

"He did, but now he will serve medical research by being injected with viruses and implanted with electrodes."

"How nice for him," said Celeste, waving her trunk. "Bye-bye, Zephir. Be sure and write."

Suddenly they saw dozens of animals fleeing from a great fire. Babar recognized his old friend, Duane the giraffe.

"The rain forest is burning!" Duane gasped. "It's a disaster!"

"No, silly," Babar said reassuringly. "It's progress. The timber companies cut down the trees, providing space for the gold miners and cocoa plant growers. What they haven't cut, they burn. Everyone profits!"

"But what about the animals who lose their homes?" asked Celeste.

"They are given the opportunity to relocate and discover if they have the ability to survive," Babar explained.

"In other words, they're being given a *fresh start!*" Celeste exclaimed.

"Exactly," said Babar.

"Let's visit Maurice the alligator," said Celeste.

Babar thought this a splendid idea, and they soon reached the bank of a great river.

"The water once was blue and clear, but now it is brown and polluted," Celeste said in wonderment.

"It's another sign of progress, Babar explained. "Pollution tells us that industries are busy and that the economy is good."

"Look—floating on the surface! That *is* Maurice, isn't it?" asked Celeste.

"That *was* Maurice," said Babar.

As they left the river, Babar and Celeste were dazzled by a very bright glow. The glow was coming from Leonard and Louise Mole.

"Well, just look at *you*," Babar exclaimed as he and Celeste put on their sunglasses. "Are you into Day-Glo these days?"

"Hardly," said Leonard. "We got too close to a nuclear plant, and now we're radioactive. We were among the few lucky ones who survived."

"Look on the *bright side*," Babar said, making a clever play on words. "when you burrow in your hole, you'll always be able to see where you're going."

Nearing a thicket, Babar and Celeste heard someone moaning. Looking down, they saw Darius the fox, his body held fast in a steel trap.

"Looks like you really stepped in it," Babar said.

"Tell me about it," Darius moaned. "Somebody should have warned me about fur trappers."

"It's really not the end of the world," Babar said. "Your pelt will be part of a beautiful coat that will keep some lovely woman warm. Don't you agree, Darius? Darius? Darius?"

"I don't think he can hear you," Celeste said.

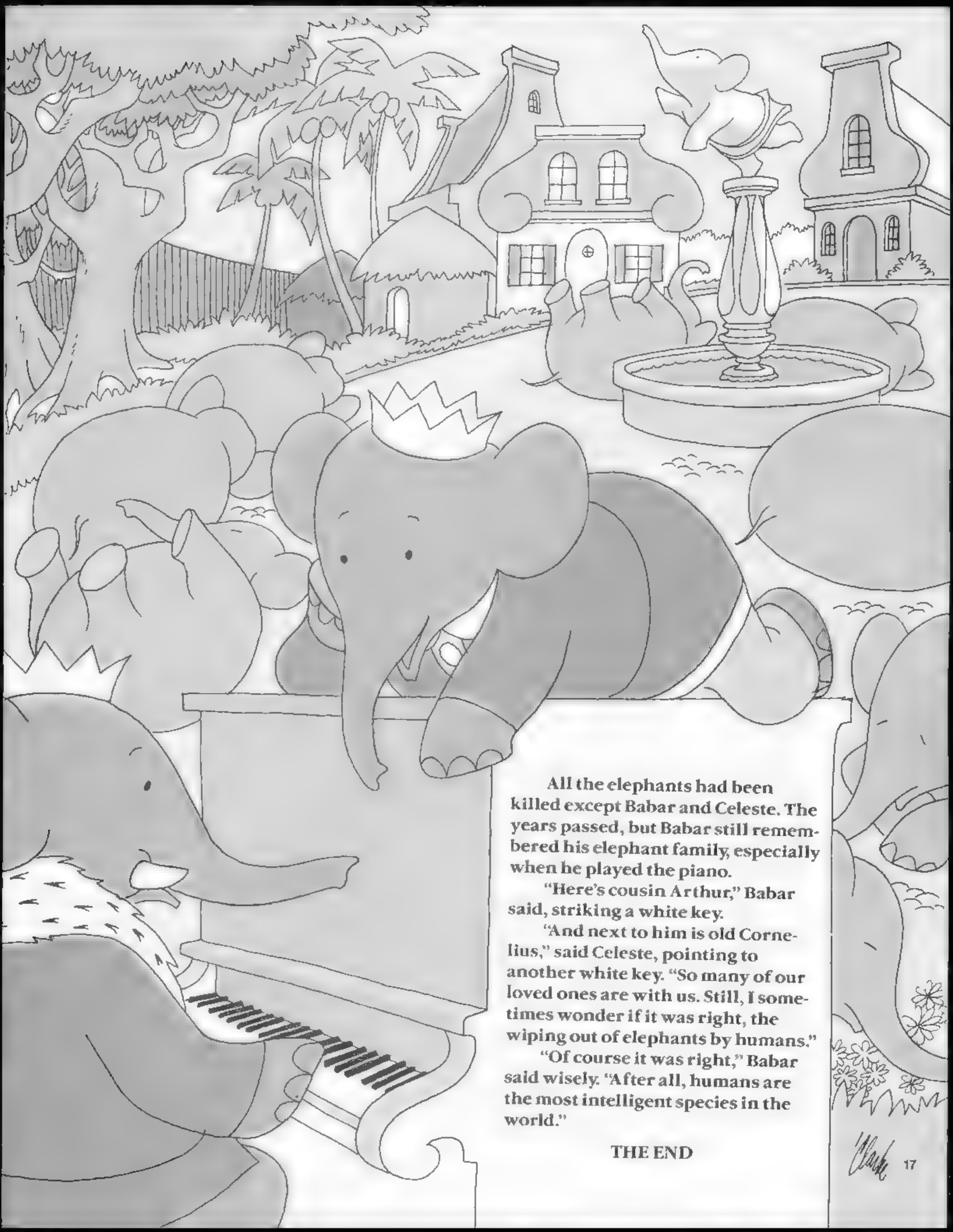
"He never was much for conversation," said Babar.

Returning home to their city, Babar and Celeste had a great surprise.

"Look," Celeste said. "Our people are all lying on the ground and have lost their tusks. Are they taking a nap?"

'No," said Babar, "they have given their lives to the ivory poachers. Of course, they would have died eventually any way, but now their ivory can live forever. Why else would we have been given tusks?"

"Good point!" said Celeste



All the elephants had been killed except Babar and Celeste. The years passed, but Babar still remembered his elephant family, especially when he played the piano.

"Here's cousin Arthur," Babar said, striking a white key.

"And next to him is old Cornelius," said Celeste, pointing to another white key. "So many of our loved ones are with us. Still, I sometimes wonder if it was right, the wiping out of elephants by humans."

"Of course it was right," Babar said wisely. "After all, humans are the most intelligent species in the world."

THE END

COMPANY TRADEMOCKS DEPT.

The Jolly Green Giant. The Pillsbury Doughboy. Spuds MacKenzie. The California Raisins. The list is endless! All of them the products of an ad executive's limited imagination, and all of them rammed down our throats until they become the beloved symbols of the goods they were

ADVERTISING CHARACTER

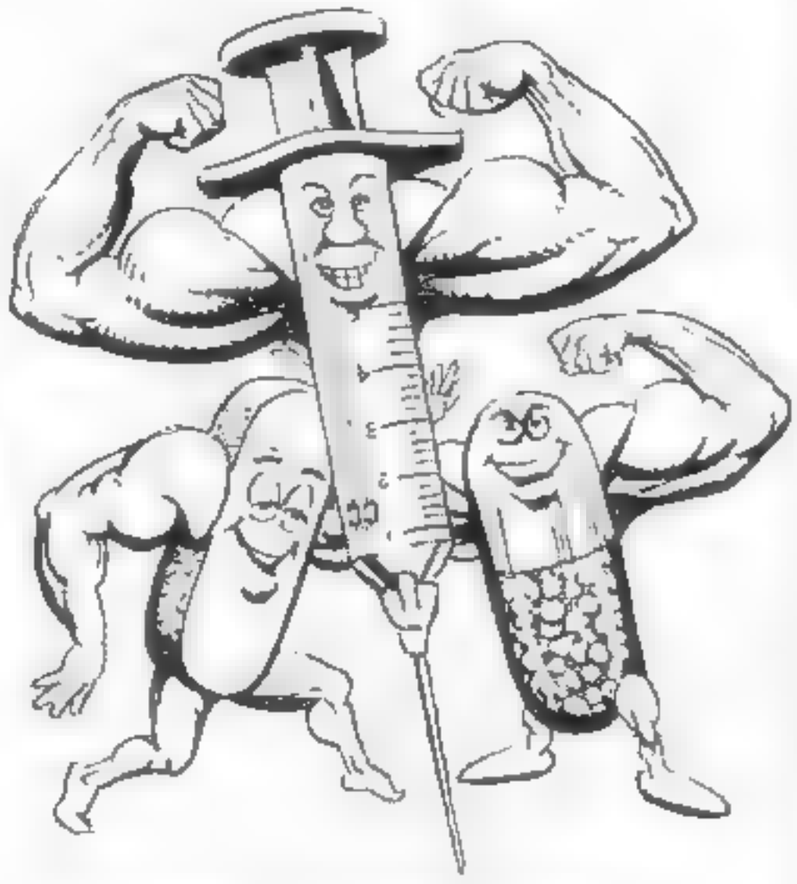
THAT BETTER REFLECT THE MISERA

EXXON'S
Oscar, the Oily Otter

KENMORE'S
Bait & Switch, the Shady Sears Appliance Salesmen

HUMANA HOSPITAL'S
Hank, the Talking Bag of Infectious Medical Waste

COCA COLA'S
Dancing Decayed Teeth



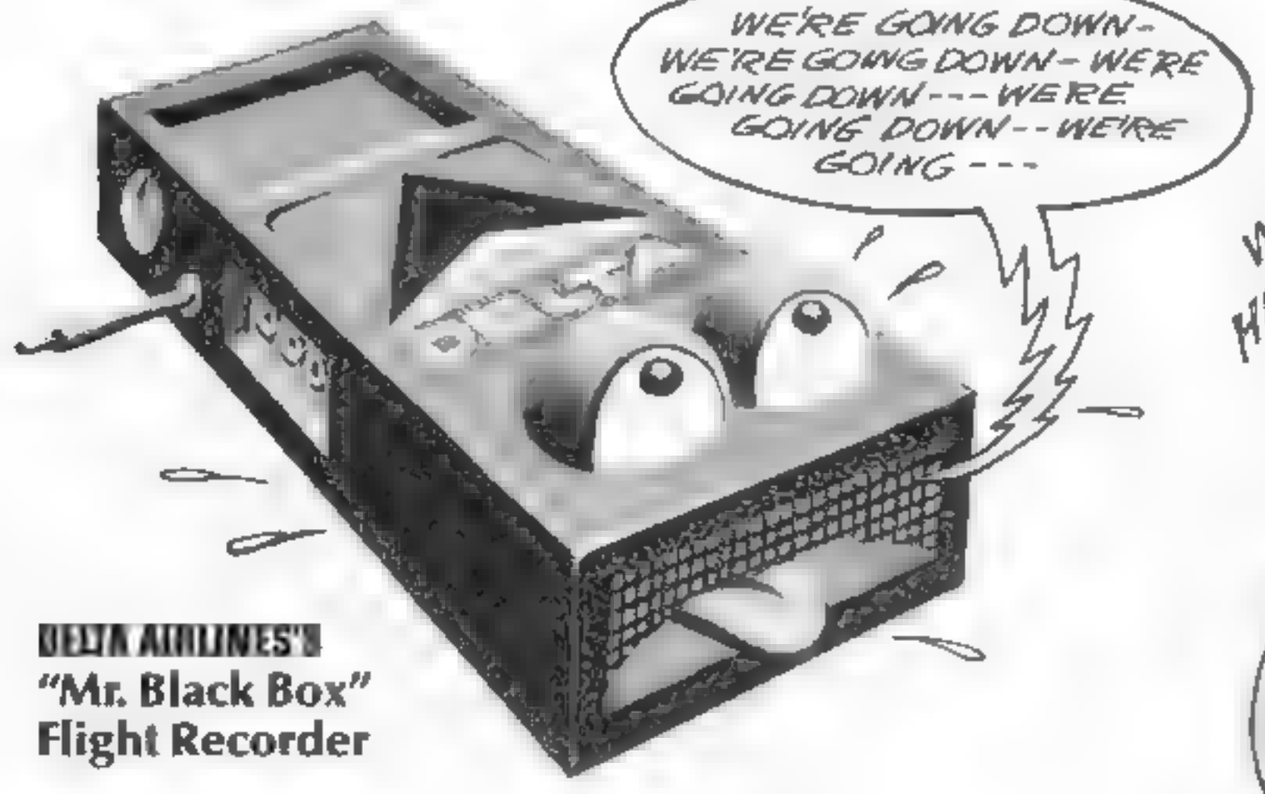
THE NATIONAL FOOTBALL LEAGUE'S
Anabolic Steroid Family

ARTIST: GEORGE WOODBRIDGE WRITER: CHARLIE KADAU

created to huckster for! We've always found something phony about these characters, though. We just don't think they truly represent what their respective companies are like! Besides truth in advertising, we'd like to see some truth in advertising *characters!* We'd like some...

S & CORPORATE MASCOTS

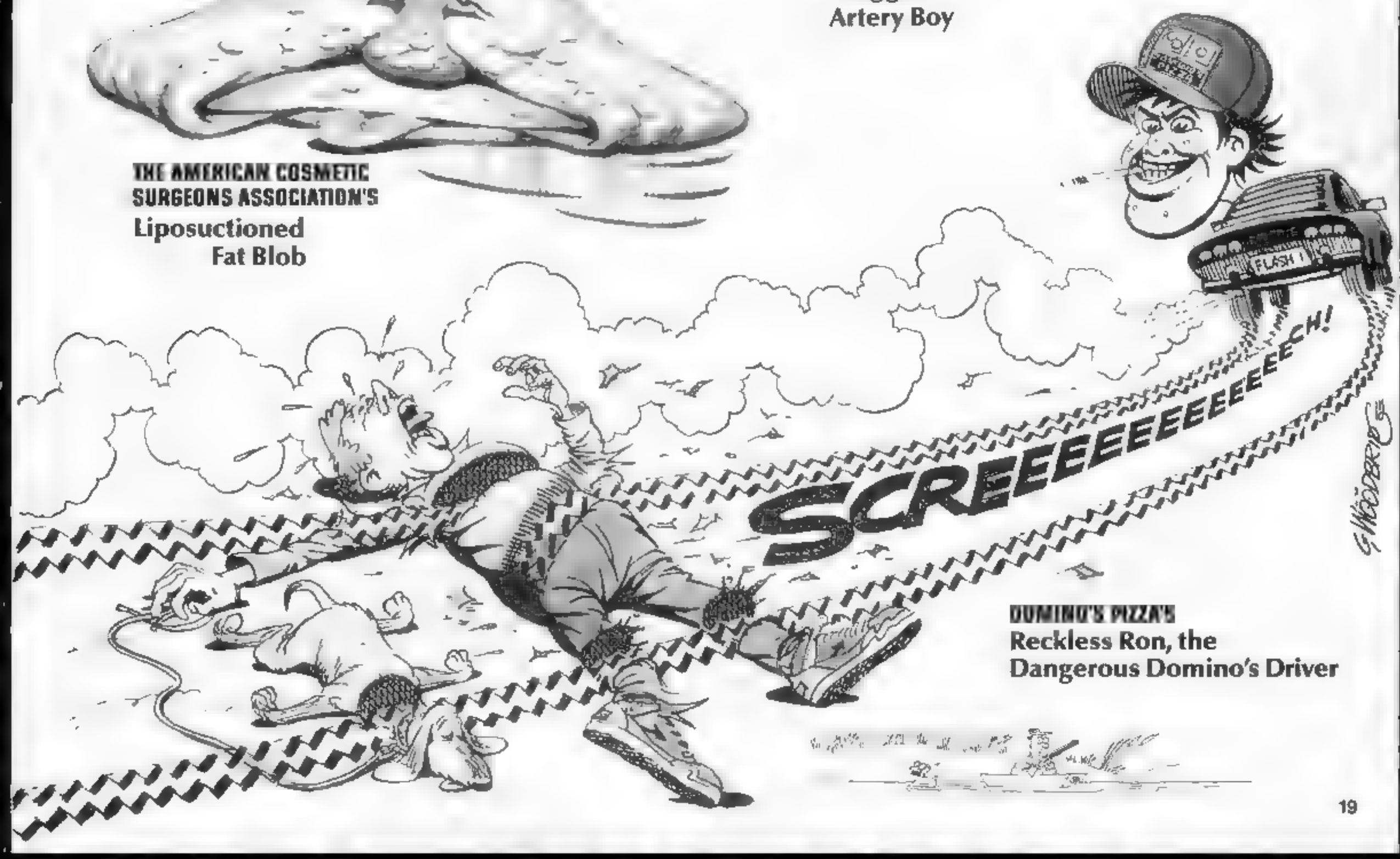
BLE COMPANIES THEY WORK FOR



DELTA AIRLINES'S
"Mr. Black Box"
Flight Recorder

THE NATIONAL BEEF COUNCIL'S
Clogged
Artery Boy

THE AMERICAN COSMETIC
SURGEONS ASSOCIATION'S
Liposuctioned
Fat Blob


FLASH
SCREEEE

AS THE CLOCK SCHTICKS AWAY DEPT.

MAD'S LIFETI WASTE

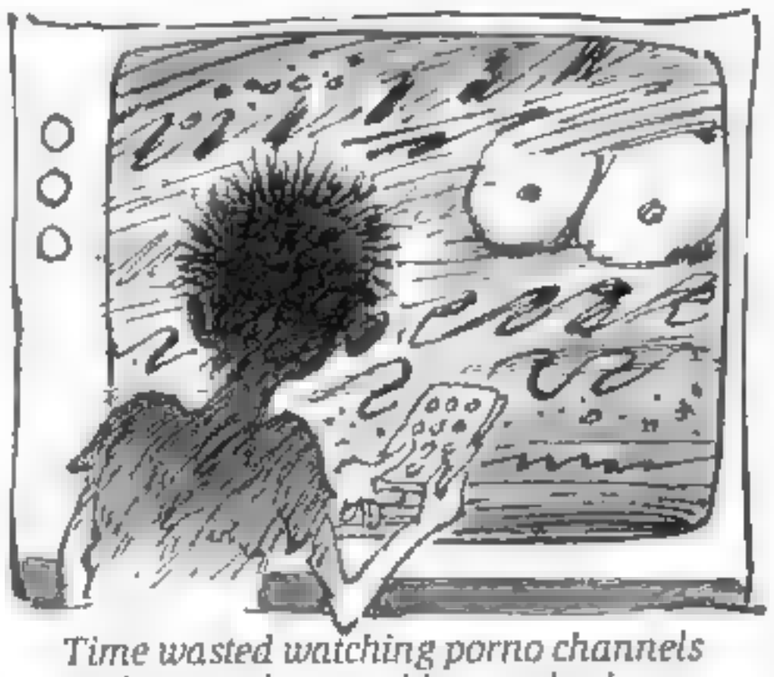
Time wasted watching fouls during the last two minutes of any basketball game. **25 Minutes Per Game**

Time wasted waiting for your luggage to come down the airport's conveyor belt **Three Years, Eight Months**

Time wasted listening to people who tell jokes and inevitably forget the punchlines **Six Years, One Day**

ARTIST: HARRY NORTH

Time wasted on the telephone for concert tickets, knowing that the scalpers and drug suppliers already have rows 1 through 90 **Six Months**



Time wasted watching porno channels without a descrambler, in the hopes of getting to see something—anything good **One Year, Five Months**

Time wasted sorting through hundreds of Terry Puhls and Bruce Benedicts, looking for a mint-condition Jose Canseco card **Two Years, Five Days**

Time wasted reprogramming your VCR, clock radio, microwave oven, coffee machine, etc., every time there's a brownout **Two Years, Two Months**

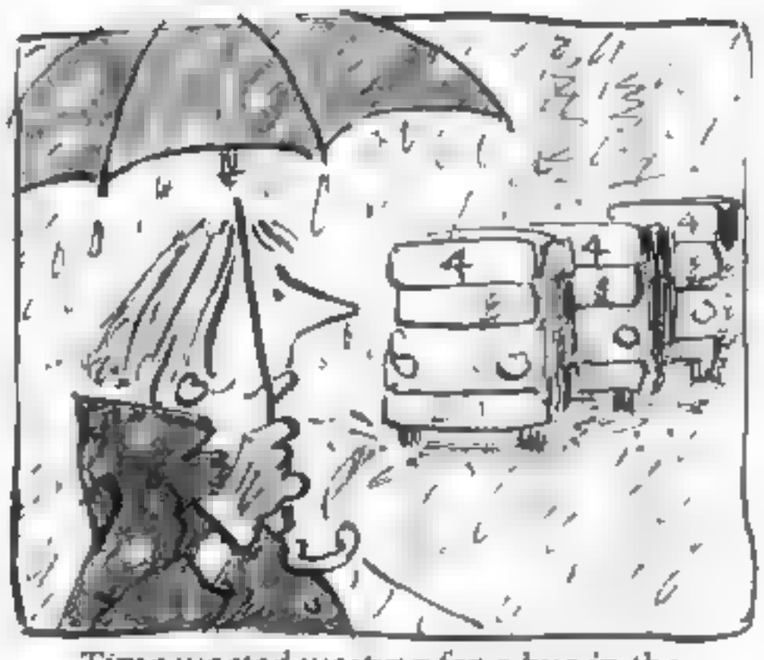
Time wasted waiting other people's turns in Monopoly, when all you've got is Baltic Avenue and the Water Works **Eleven Months, Five Days**

Time wasted waiting for your dog to select precisely the right spot to befoul (like it really matters to him!)... **Two Years, Seven Months**

ME CHART OF D TIME

Time wasted waiting for the odometer to start over again whenever it hits 99,997 miles or so... **Five Weeks**

Time wasted making lists of things you have to do, instead of just doing them... **Eight Months, One Hour**

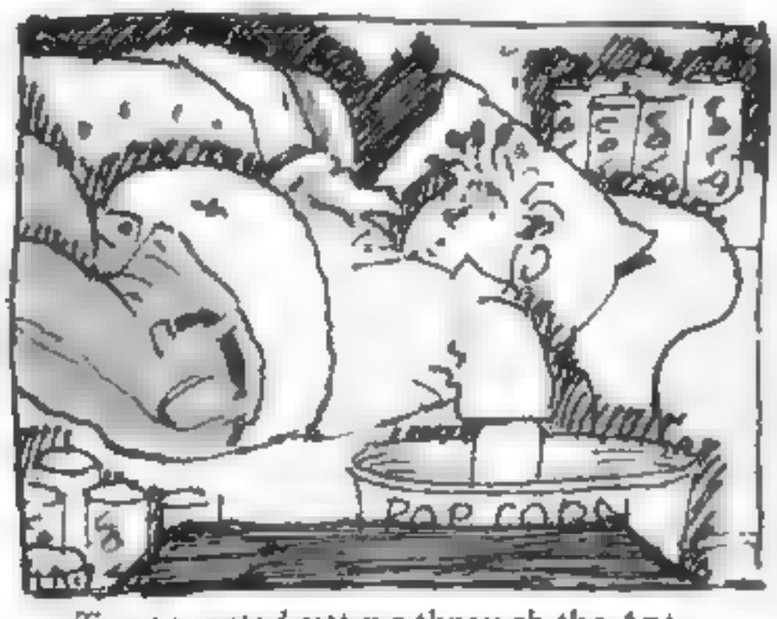


Time wasted waiting for a bus in the rain, until three come... **Ten Months**

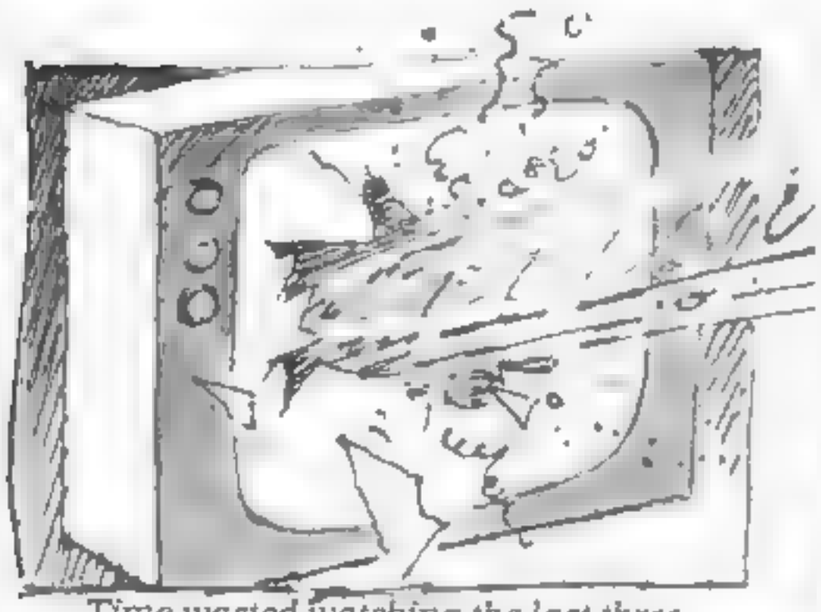
WRITER: DESMOND DEVLIN

Time wasted at parties being "entertained" by people doing their lame imitations of Saturday Night Live *characters...* **Four Months**

Time wasted staying glued to the radio, waiting for the DJ to identify that song you liked 40 minutes ago .. **One Year, Eleven Months**



Time wasted sitting through the Ant Races and Tiddlywinks Semi-Finals, waiting for the ABC Wide World of Sports *Feature Match...* **Two Years**



Time wasted watching the last three chapters of a TV mini-series that turned out to really suck, just because you'd already watched the beginning... **One Year, One Month**

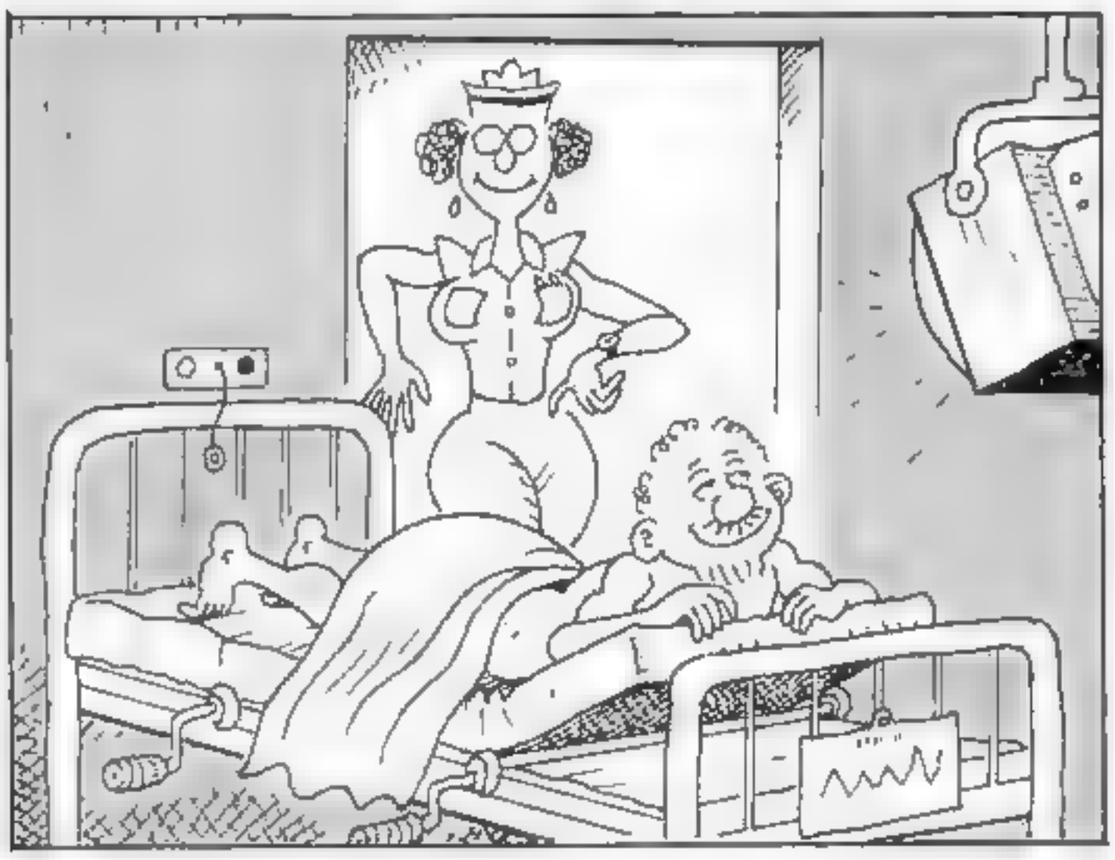
Time wasted by people ahead of you on the highway who feel compelled to slow down and take a long look at the guy staring at his overheated engine... **Five Years, Three Months**

Time wasted studying the menu at a Chinese takeout place, even though it is exactly the same as every Chinese takeout menu in the entire universe... **One Year, Five Months**

ANALS OF HUMOR DEPT.

And now MAD presents another installment from our collection of...

GREAT MOMENTS IN MEDICINE



ALONG THE SNIDE LINES DEPT.

If you'd been on your toes, you would have seen this one coming! After all, it's become a yearly tradition for us at MAD to blow our stack over all the annoying and obnoxious people, places and things we've recently been subjected to. We feel compelled to fire a barrage of very cruel (but delightfully satisfying!) insults! So, brace yourself again to be jolted by...

the MAD NASTY FILE

"THE GOLDEN GIRLS"

...never explains the apparent gland condition that made Bea Arthur grow two feet taller than the woman who plays her mother.

...provides great entertainment for those who find desperate, oversexed old women to be entertaining.

...casts Rue McLanahan as a sex object for the first time since she starred in "The Broadway Melody of 1933."

ROBIN WILLIAMS

...talks so fast that he tells twice as many jokes as other comedians, yet strangely, receives only half as many laughs.

...is a lucky man because it's usually very difficult for ranting psychopaths who hold conversations with themselves in strange voices to find their niche.

...has a talent for making any character he plays seem exactly like Robin Williams.

ARTIST GERRY GERSTEN WRITER: TOM KOCH

"ENTERTAINMENT TONIGHT"

...is for viewers who feel they should watch the news, but who get upset when it's *real* news.

...apparently defines "entertainment" as anything that involves Donald Trump, the Kennedy family or Tammy Bakker.

...never answers the most frequently asked question in show business: Is Mary Hart a real person or a robot permanently set on "Smile"?

JOHN GOTTI

...is a businessman NOT affiliated with the Mafia, which we want to emphasize so he won't have us killed.

...wears $1,500 suits, which would be a month's shakedown from one merchant if he was affiliated with the Mafia, which he definitely isn't.

...announces every time he goes to court that he's NOT affiliated with the Mafia, and his word is good enough for us.

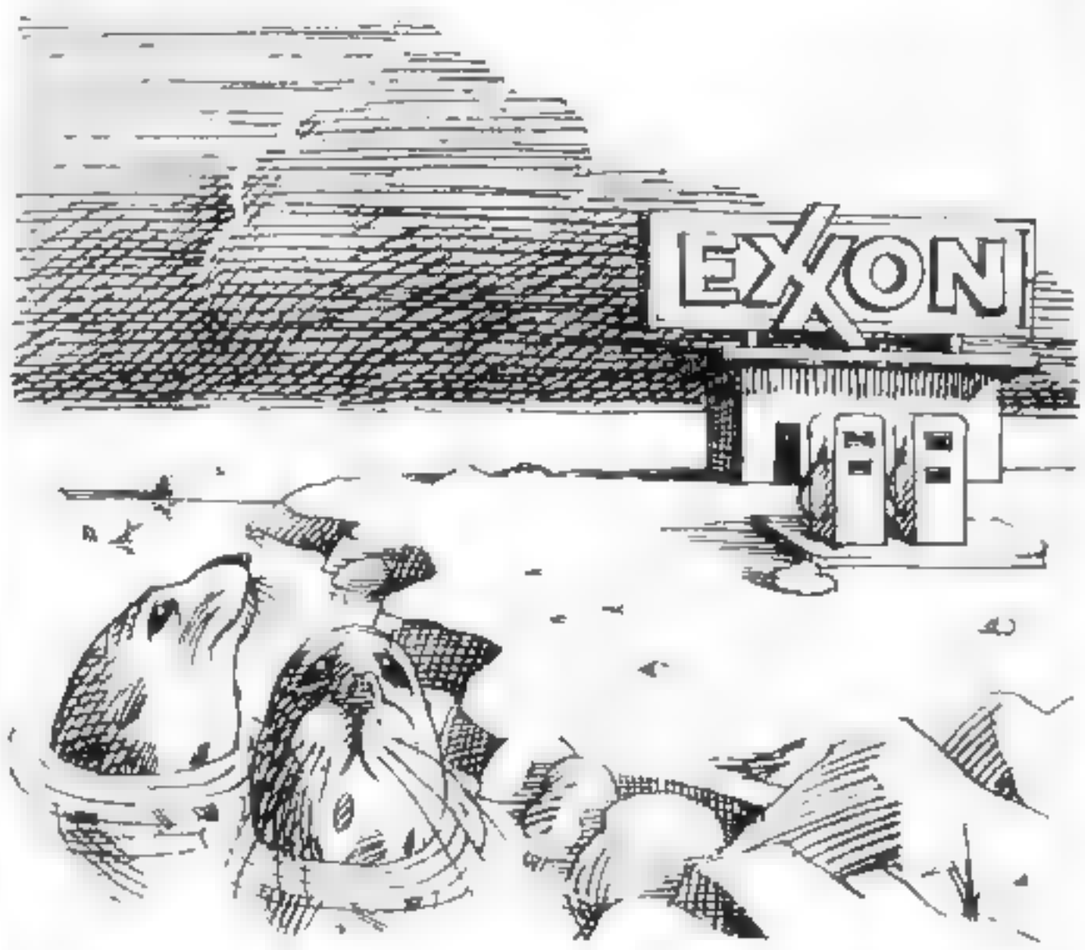
MARION BARRY

...managed to tolerate being the mayor of Washington by sniffing enough cocaine to think he was somewhere else.

...feels foolish because dozens of Congressmen who committed the same crimes in the same hotel never got caught.

...was driven to drugs after he found out that even Dan Quayle outranked him in Washington.

EXXON



...could cut transportation costs by putting all its filling stations on the Alaska beach where its oil already is.

...has shown the National Rifle Association that there is more than one efficient way to get rid of wildlife.

...has done almost as much for the ecology as George Bush promises to do.

SAVINGS & LOAN OFFICIALS

...discovered that one can buy a U.S. Senator for about the same price as a run-down condominium.

...operated the only successful form of larceny that required people to come to their place of business and wait in line to be robbed.

...had to steal large amounts because lawyers who can keep obvious felons out of prison don't come cheap.

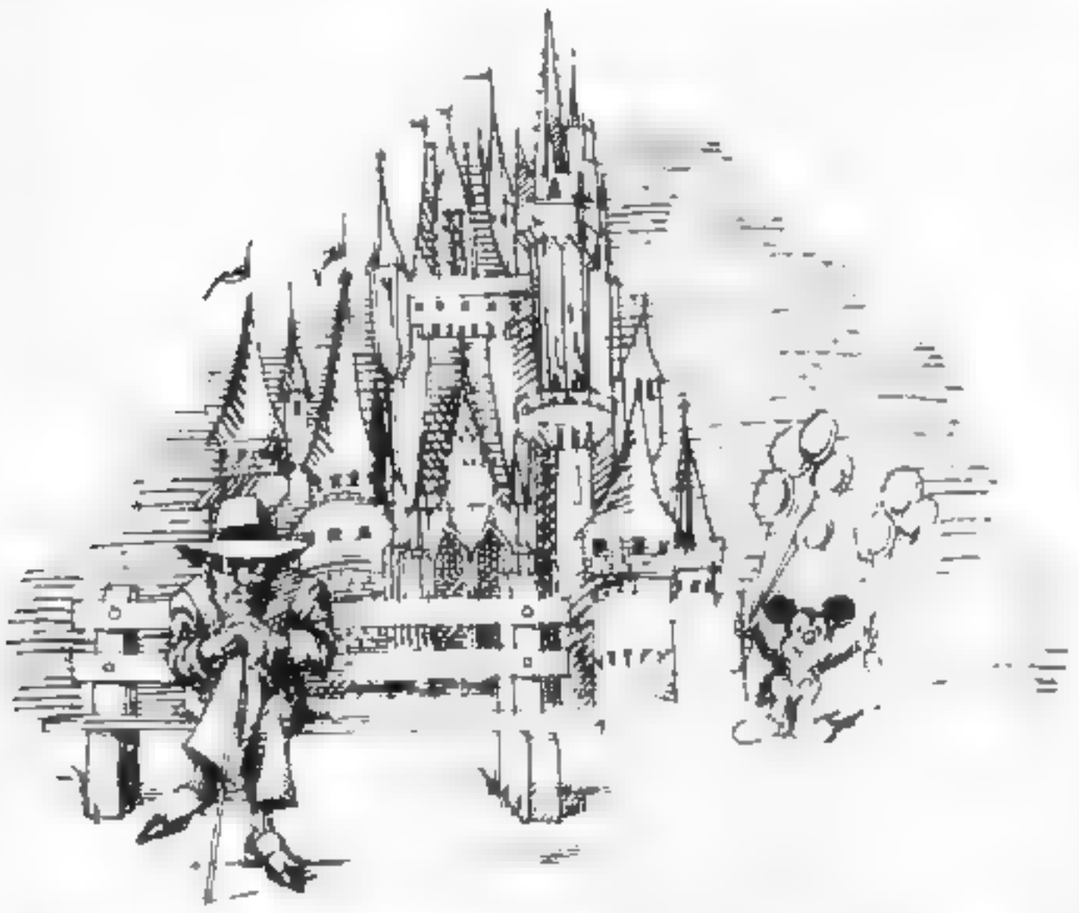
ZSA-ZSA GABOR

...disproved Hollywood gossipers who said she was so untalented that she couldn't get arrested.

...can afford to risk physical encounters with the police because she is fully covered by Medicare.

...is the only person to become a celebrity by going on talk shows and announcing that she's a celebrity.

DISNEY WORLD

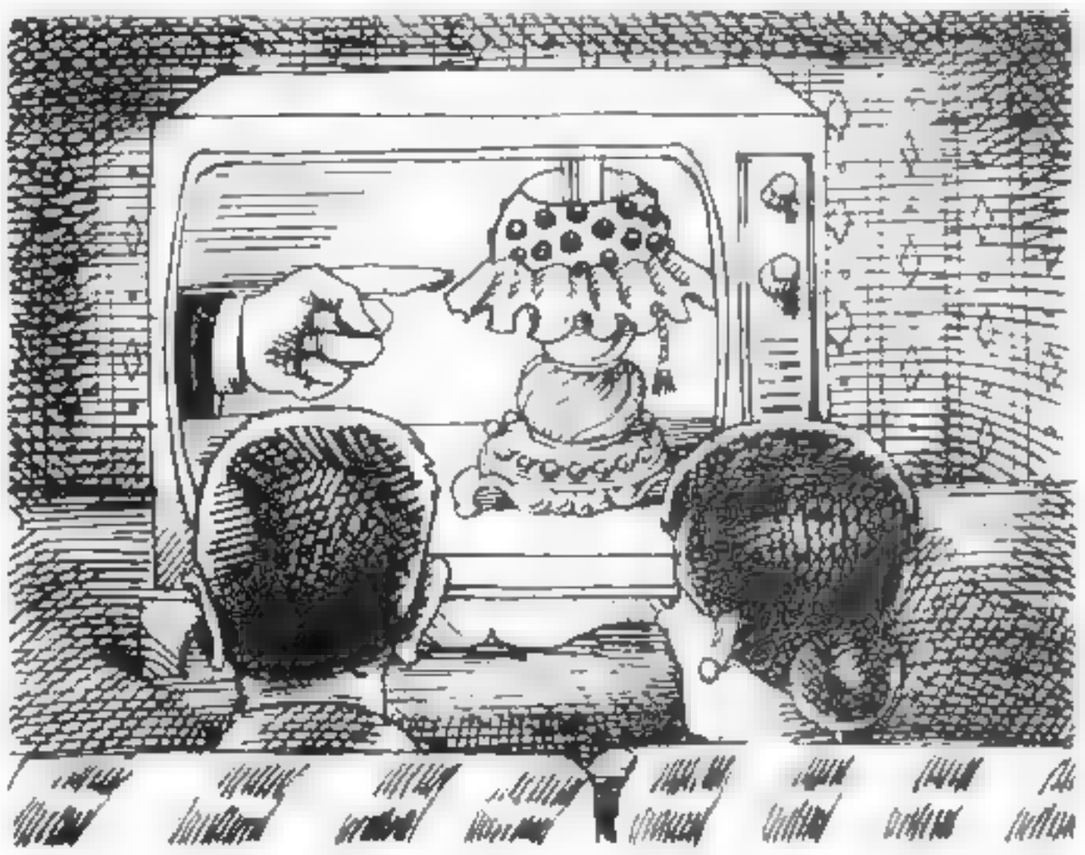


...provides a wholesome Florida setting where cocaine traffickers can relax before flying back to Colombia for another shipment.

...offers visitors a full day of fun for slightly less than the price of a new Buick.

...attracts so many kids that the average age of tourists coming to Florida has dropped all the way down to 59.

HOME SHOPPING NETWORKS



...are great for those who want to own a decorative brass flamingo, but don't want to be seen in a store buying one.

...appeal to the plethora of viewers who find the programming on NBC, ABC and CBS even more boring.

...won't be satisfied until every man, woman and child in America is completely covered with cubic zirconia jewelry.

NEIGHBORS

I don't **get** the Gordons at all! They **don't have** a **TV** or a **VCR**, they **share one car** between them, they go the **library** every week to get **books** to **read**, they do **all** their **own gardening**...
...and **yet** they're **still** a **peaceful, happy family!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

CURES

Do you have something for a bad case of **hiccups?**
Yes. I **do**...
Rx
BOOO!
Yaah!
Hey, why'd you **scare** me like that? You could've given me a **heart attack!**
See, it works **every time!** Your hiccups are completely **gone!**
I was asking for my **wife** at **home!**

I see so many **kids** today wearing those **expensive running shoes**, but I don't think **any** of them are really **runners!** It's just a matter of **show!**
You're **wrong**, mister! **All** the **kids** you see wearing **shoes** like **these are runners!**
We **have** to **run** to **keep away** from the **goons** who try to **steal** our **running shoes!**

R SIDE OF...

ARTIST & WRITER
DAVE BERG

DRIVERS

RATINGS

Sorry, gang! Because of this film's rating, I'm not allowed to let you in! It contains some objectionable language!
That's the dumbest @#%&* thing I've ever heard!
I'll say! Let's go to the other @#%&* cineplex! Maybe there's a @#%&* film there that doesn't have objectionable @#%&* language!

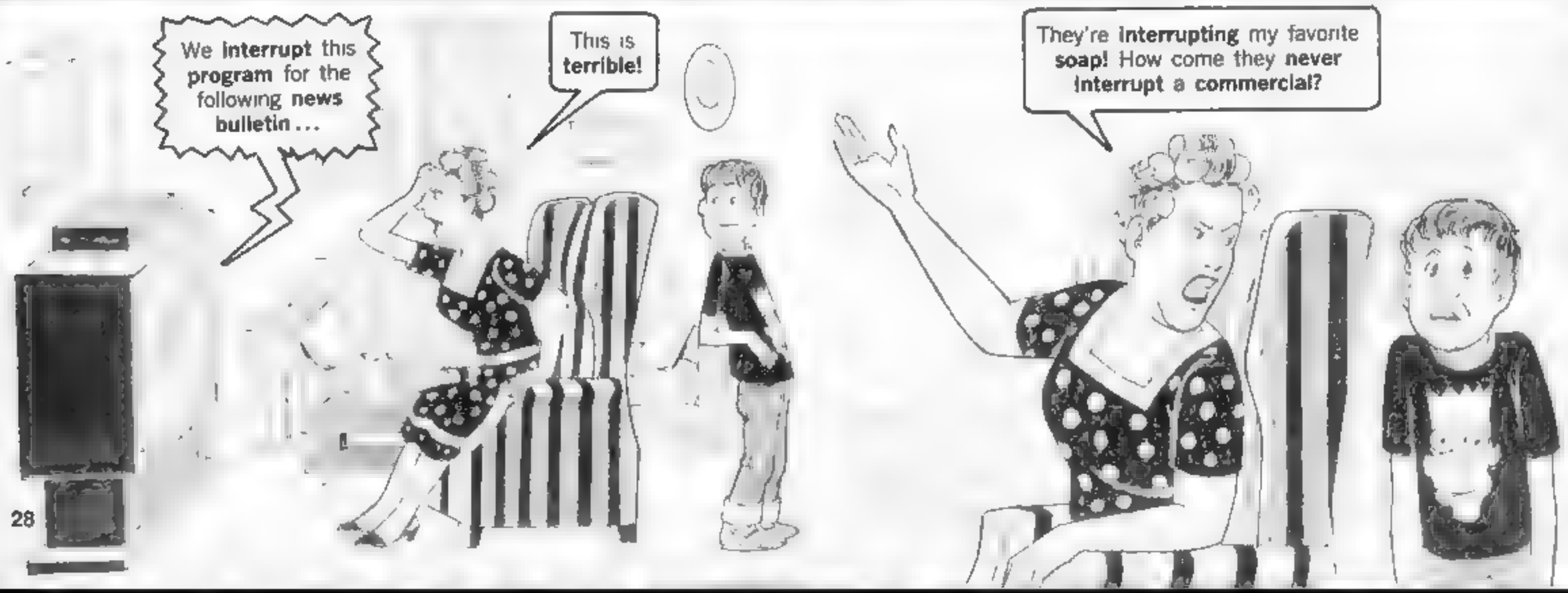
EXECUTIVES

Welcome to the firm, Mr. Borkow! You'll do very well here if you remember our executive policy, "Hard work won't hurt you..."
"...as long as you get someone beneath you to do it!"

TELEPHONE

Enough already, Maude! You've been on that phone for over an hour! Your mother and I have to make calls too, you know!
I've been meaning to talk to you about that!

IMPORTANCE


We interrupt this program for the following news bulletin...
This is terrible!
They're interrupting my favorite soap! How come they never interrupt a commercial?

MARRIAGE

This is so **difficult** for me! **Sob!** My **little girl** is getting **married! Sob!**
Don't be so **upset,** Mom! Nowadays things are very **different** from **your time!**
It's **not** like **marriage** is **forever!**

TRAVEL

We'd like to go to a **place** that's **not crowded,** a **beach** that **hasn't been discovered,** a **spot** that still has **unbeaten paths!**
Yes, there are **several places** like **that...**
...but I'm **afraid** they're **already over-booked!**

FASHION

May I **help** you, Miss? You've **tried on** so many **jeans...**
I'm **looking** for the **perfect pair!** They've got to be **very comfortable...**
And they've got to be so **tight** I can **hardly walk!**

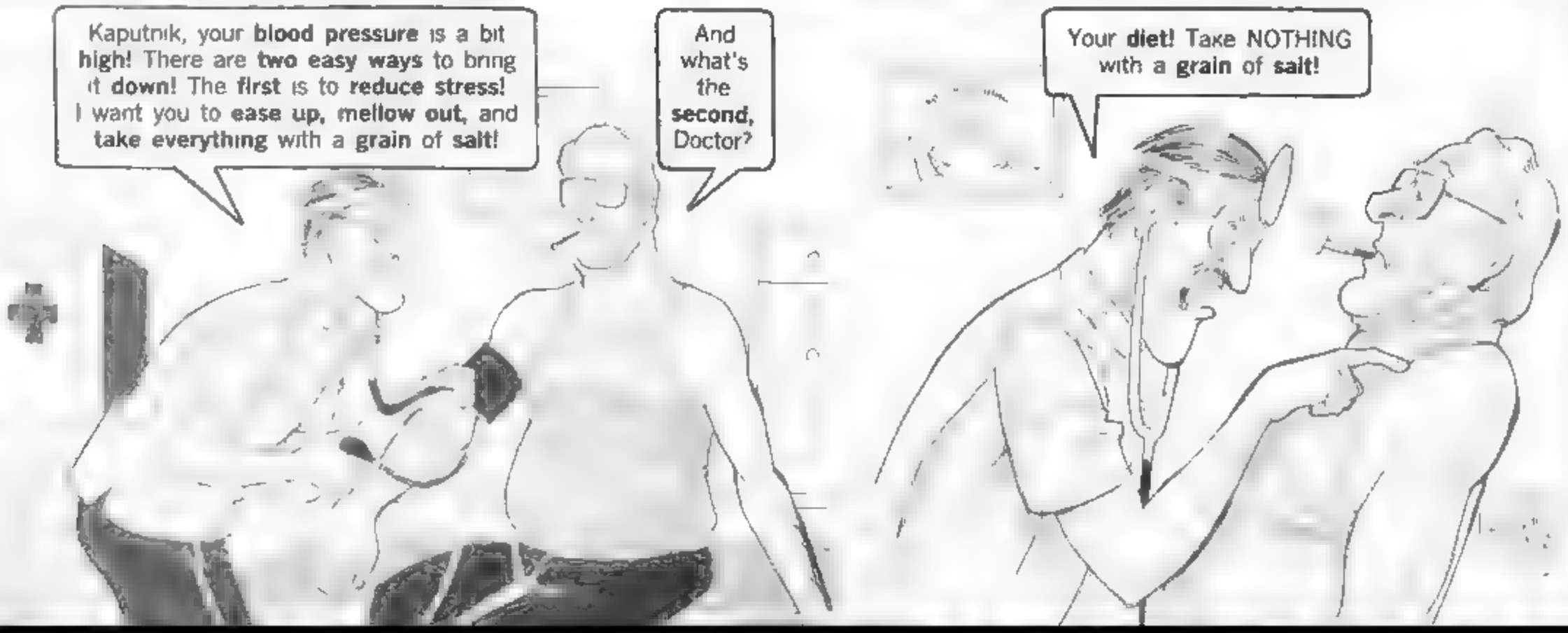
THE OFFICE

You've been **working** for me a **long time,** Nick, and I feel I owe you **something**—a real chance to **make more money,** a chance to have **more free time** to **play** your **tennis,** and a chance to **broaden your horizons...**
Really? Gee, that's **great,** boss! **How?**
I'm **firing** you!

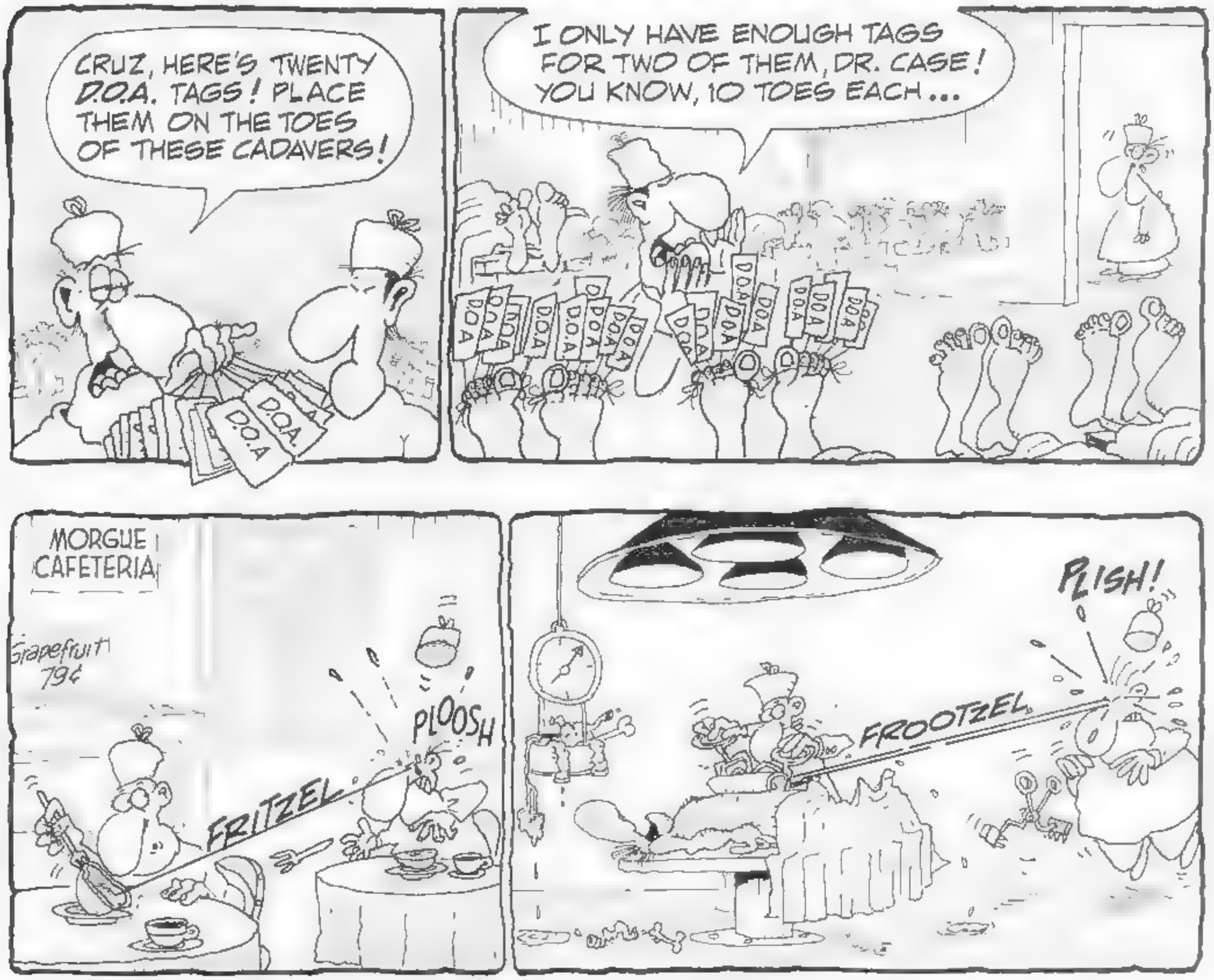
GROWING UP

How **old** is Teddy now?
He's at that **difficult age** when he's stopped asking **where he comes from...**
...and **refuses** to **tell where he's going!**

DOCTORS


Kaputnik, your **blood pressure** is a bit **high!** There are **two easy ways** to bring it **down!** The **first** is to **reduce stress!** I want you to **ease up, mellow out,** and **take everything** with a **grain** of **salt!**
And what's the **second,** Doctor?
Your **diet!** Take NOTHING with a **grain** of **salt!**

DUCK EDWING D.O.A.



ARTIST AND WRITER: DUCK EDWING

HEY, BLAGMAN, YOU GOT A CROWBAR?

A CROWBAR? WHAT FOR?

SO I CAN PRY THESE *LAMBADA* DANCERS APART!

OH, WOW! CHECK OUT THE NEW NURSE!

MORGUE GIFT SHOPPE

30% OFF Slab Dolls

D.O.A. TOE TAGS .25¢ each

Funny D.O.A. GREETING CARDS

CREAK

D.O.A.

IT'S NO BIG PROBLEM, AL! WE JUST NEED SOME KIND OF SIGN TO DIRECT PEOPLE TO THE *D.O.A. ROOM!*

OKAY, DR. BARKOW! I'LL TAKE CARE OF IT!

MAINTENANCE

D.O.A

BAM BAM

PARTS

MAINTENANCE

NURSE ROSS! THESE *D.O.A.'s* ARE COMING TO AUTOPSY FILTHY AND SMELLY! CAN'T YOU DO SOMETHING ABOUT THAT?

I'LL GET ON IT IMMEDIATELY, DR. PROTTER!

D.O.A.

D.O.A. BODY WASH

CHIKA!

CHOOGA! CHUG! KLIKA!

THE PROCEDURE IS **SIMPLE!** I'M REMOVING THE CADAVER'S **STOMACH** INTACT SO THAT I CAN **WEIGH** THE **CONTENTS!**

BLOOTCH

FRITZEL GLOOP

SMOOT

WHRRRRRR

SNAP! SNAP!

GOOCH!

KLANK!

ALTOPSY

THERE'S NO DOUBT ABOUT IT, MRS. SHMENDRICK! YOUR MEATLOAF KILLED HIM!

WAHH

...AND THESE ARE THE TWO LATEST ADDITIONS TO THE STAFF, FRANK AND TONY! THEY USED TO WORK IN THE LOCAL *PIZZA* PLACE BEFORE THEY STARTED HERE!

BONES

THE SHAME OLD THING DEPT.

In sports, in religion, in business, on Wall Street—wherever you look there's another scandal. Aren't you tired of them? Don't you wish you'd seen the last of them? Well, say no more, because we're wrapping them all up in

MAD's ALL-INCLUSIVE DO-IT-YOURSELF NATIONAL SCANDAL NEWSPAPER STORY

____ (1) ____ ____ (2) ____ today upon learning that ____ (3) ____ ____ (4) ____ while ____ (5) ____ ____ (6) ____. According to ____ (7) ____, ____ (8) ____ will ____ (9) ____ ____ (10) ____. A ____ (11) ____ could result in ____ (12) ____.

WRITER: FRANK JACOBS

(1)
Wall Street
The sports world
The banking community
The P.T.L.
The gang at Al's Tavern
All of Africa except Zaire
The cast of *Twin Peaks*
The Rue Morgue
The Ted Koppel household
Middle Earth
The Fresno Mafia
Brownie Troop 58

(5)
doing business
placing bets
pandering
self-destructing
reciting "Hiawatha"
mastering the luge
molting
searching for Atlantis
doing the wild thing
befriending marmots
bad-mouthing Ted Turner
scaling Devil's Tower

(9)
launch
botch up
make book on
cater
hire the Fanelli Boys for
replace Christmas with
pay Bo to plug
colorize
trade two draft choices for
pre-empt *Fresh Prince* with
pledge Czarist support for
scalp tickets for

(2)

was stunned
gasped in horror
halted flossing
underwent a sex change
came back to AT&T
shouted Elmer Fudd curses
threw up on cue
astrally projected
banned pinkie rings
turned off Slim Whitman
went platinum
turned to prayer

(3)

inside traders
Pete Rose
Jimmy Swaggart
Mayor Marion Barry
mutant CPAs
Rex the Wonder Dog
prehistoric man
Bel Air slumlords
bloated ballerinas
the Maytag repair man
shy conquistadors
Prom Queen runners-up

(4)

profited illegally
committed a no-no
smoked crack
fixed Parcheesi matches
dated Leona Helmsley
ran the 100 in 4.2
bred yaks
did not pass Go
fondled Vanna White
seldom bathed
doubled down on 12
opted for Business Class

(6)

in Washington
behind the pulpit
in Riverfront Stadium
with Neil Bush
on the Exxon Valdez
in the dawn's early light
in designer Hefty Bags
with the Fabulous Baker Boys
in Tiananmen Square
at Watusi power lunches
in warm Jello
during *Major Dad*

(7)

informed sources
Greta Garbo's will
Psalm 51
David Souter's tailor
the Monroe Doctrine
hobbit tradition
the Big Bang theory
a Nostradamus prophecy
voodoo etiquette
dirty little snitches
the rules of croquet
Magna Carta fine print

(8)

a Senate subcommittee
the SEC
Commissioner Fay Vincent
L.A. Law's Benny
Radio Free Baghdad
Cruex
20/20
George Will in a trance
Actors' Equity
militant heathens
all of Tulsa
a slimmed-down Mike Tyson

(10)

a full-scale inquiry
a grand jury trial
an IRS investigation
a new S&L bail-out
yet another "Rocky" sequel
chili cook-offs
a Manhattan land-rush
Jackie Mason's comeback
the Patagonia Grand Prix
a weekend in Wilkes-Barre
the return of narrow ties
the dwarf-tossing finals

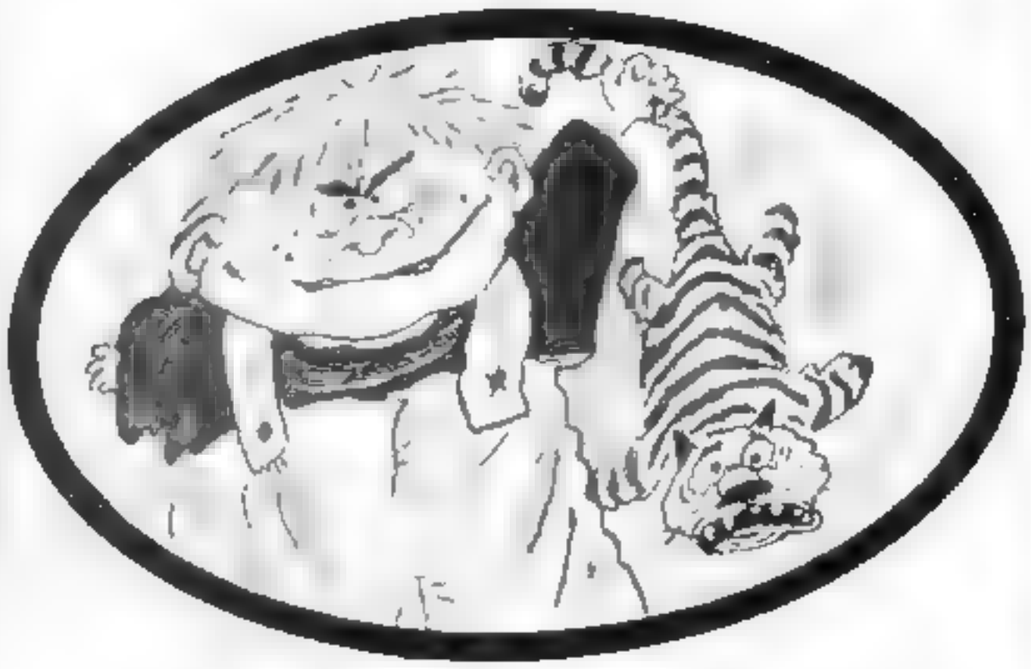
(11)

conviction
well-placed bribe
lack of protein
full moon
refusal to grovel
dash of oregano
dirty carburetor
poorly placed comma
good opening routine
high-pitched "Ay Caramba!"
thundering of hoofs
poorly played second half

(12)

a lengthy prison term
a lifetime suspension
four more years of Dan Quayle
a very unhappy Shamu
polka rock
new interest in Serbian folklore
a bogey 5
black being mated in two
a magnificent forehand
Garfield Rolexes
high fives all around
six more weeks of winter

MAD'S MODERN BABYSITTER'S GUIDE TO THE PROBLEM CHILD



ARTIST AND WRITER: PAUL PETER PORGES

FOR THE PROBLEM CHILD

who needs to be read to sleep...

...Let him listen to the recorded weather report

FOR THE PROBLEM CHILD

who gets into everything...

...Put him into his snow outfit

FOR THE PROBLEM CHILD

who is hyperactive...

...Teach him to play with Scotch tape

FOR THE PROBLEM CHILD

who is a nosy intruder...

... Put Vaseline on the doorknob

FOR THE PROBLEM CHILD

who is a screamer...

... Record his screams and play them back to him on a Walkman

FOR THE PROBLEM CHILD

who acts up at bedtime...

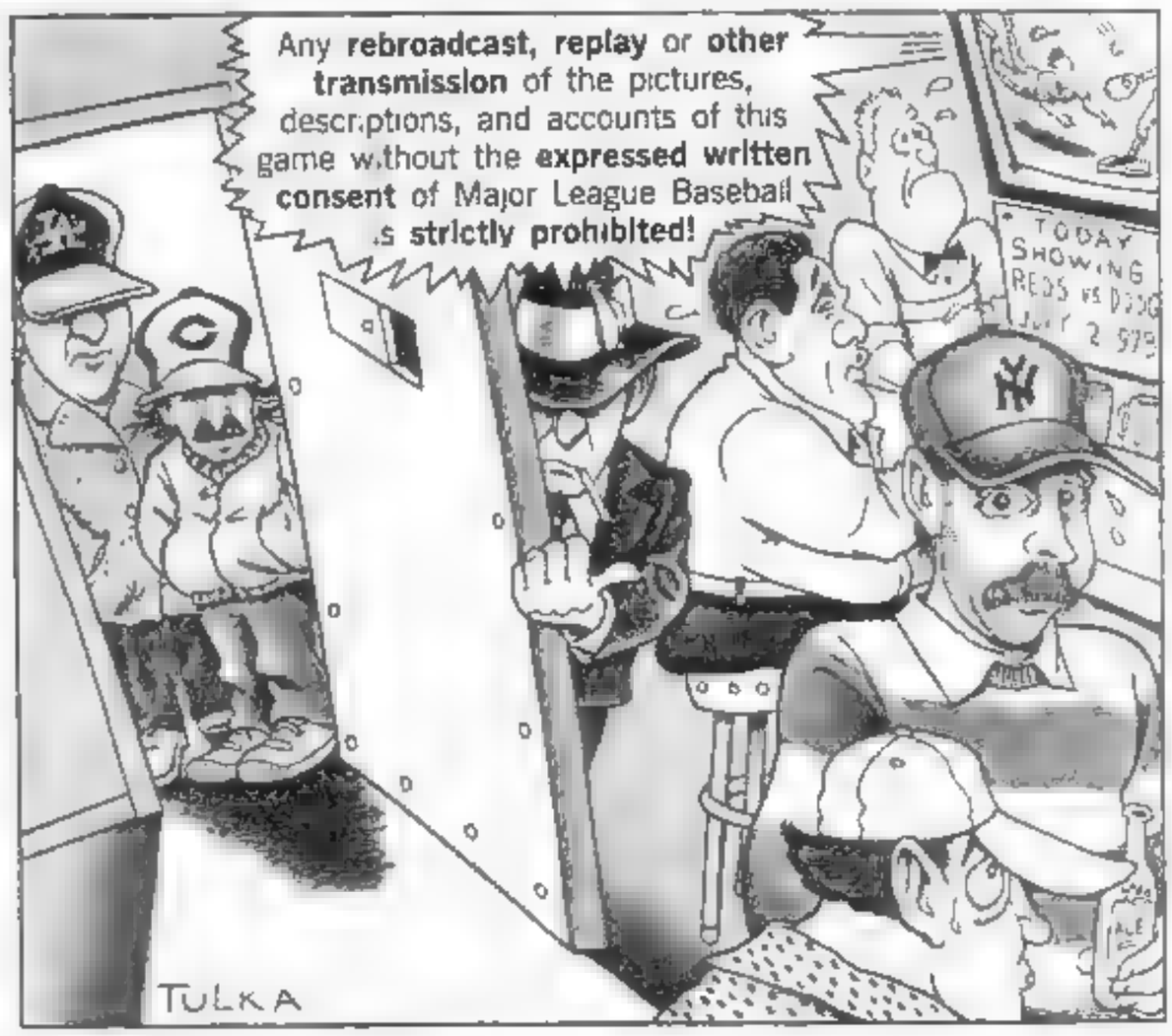
...“Special effect” his stuffed toys

FOR THE PROBLEM CHILD

who is destructive...

... Make videotapes to use as proof when demanding extra hazard pay

Did We Miss...the epidemic of illegal "baseball rebroadcasting" that convinced TV networks they had to interrupt every game with a stern warning against it?


Any **rebroadcast, replay** or **other transmission** of the pictures, descriptions, and accounts of this game without the **expressed written consent** of Major League Baseball is **strictly prohibited!**
TODAY SHOWING REDS vs DODG
TULKA

Did We Miss...the rash of bankruptcies by movie theaters charging $7.00 a ticket and $5.00 for popcorn and a soda that made showing big-screen commercials necessary?

CHANGING OUR UNAWARE DEPT.

We at MAD try to stay informed about news and current affairs. We really do! But we must not be "keeping up" as well as we think, because more and more often, we come upon some goofy event or trend that we just can't figure out at all—prompting us to shake our collective head in befuddlement and cry out...

Did We Mis

ARTIST: RICK TULKA

Did We Miss...the daily flag-burnings on every street corner that necessitated something as drastic as drafting a Constitutional Amendment?

Did We Miss...the complete and total solutions to really serious problems which freed up law enforcement officers to turn all their attention to museum art exhibits and dirty rap song lyrics?

Did We Miss...the heartfelt apology for the Tiananmen Square Massacre which convinced President Bush that China's leaders are all "swell fellows" again?

Did We Miss...the sudden appearance of large heavily-armed wildlife that now makes the NRA defend terrorist assault rifles like Uzis and AK-47s as "legitimate sporting weapons"?

ss Something?

WRITER: MIKE SNIDER

Did We Miss...the interpretation of the phrase "Environmental President" that's consistent with vetoing or watering down every anti-pollution bill Congress passes?

Did We Miss...the great public outcry over Brent Musburger's absence from TV that prompted ABC to snatch him up for millions after CBS dumped him?

The latest VCRs can be set to record a program two weeks from now, by which time any show worth watching will probably have been cancelled.

Many new cigarette brands have been developed to attract very specific economic and ethnic groups, which means that all Americans now have an equal opportunity to get lung cancer.

A MAD LO
HOW WE'VE

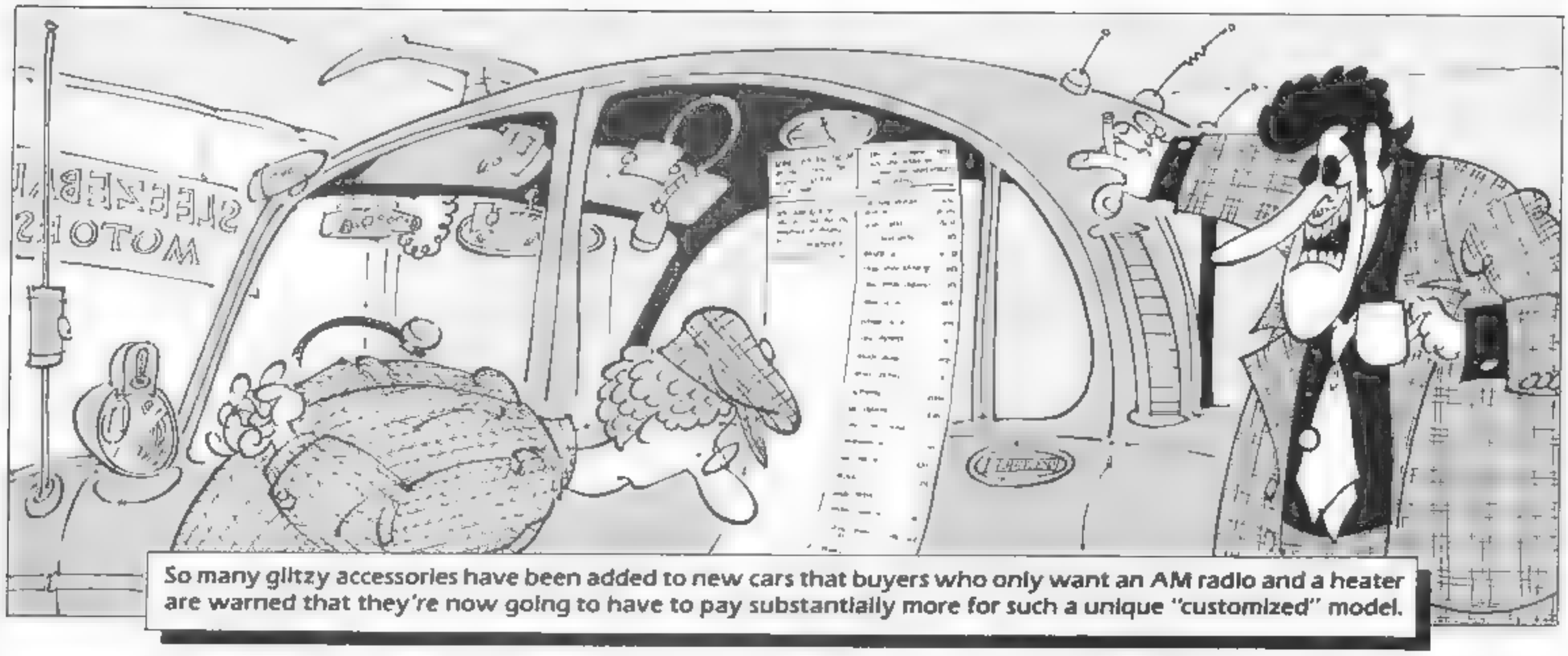
ARTIST PAUL COKER

THERE'S ALWAYS GLOOM FOR IMPROVEMENT DEPT.

Most Americans know Murphy's Law—"Whatever can go wrong will go wrong!" And you probably know the Peter Principle ("Individuals rise to their levels of incompetence.") and Parkinson's Law ("Work expands to fill the time left for its completion."). But do you know the theory that really explains what's wrong with modern life? Find out! Follow us into the informational void as we take...

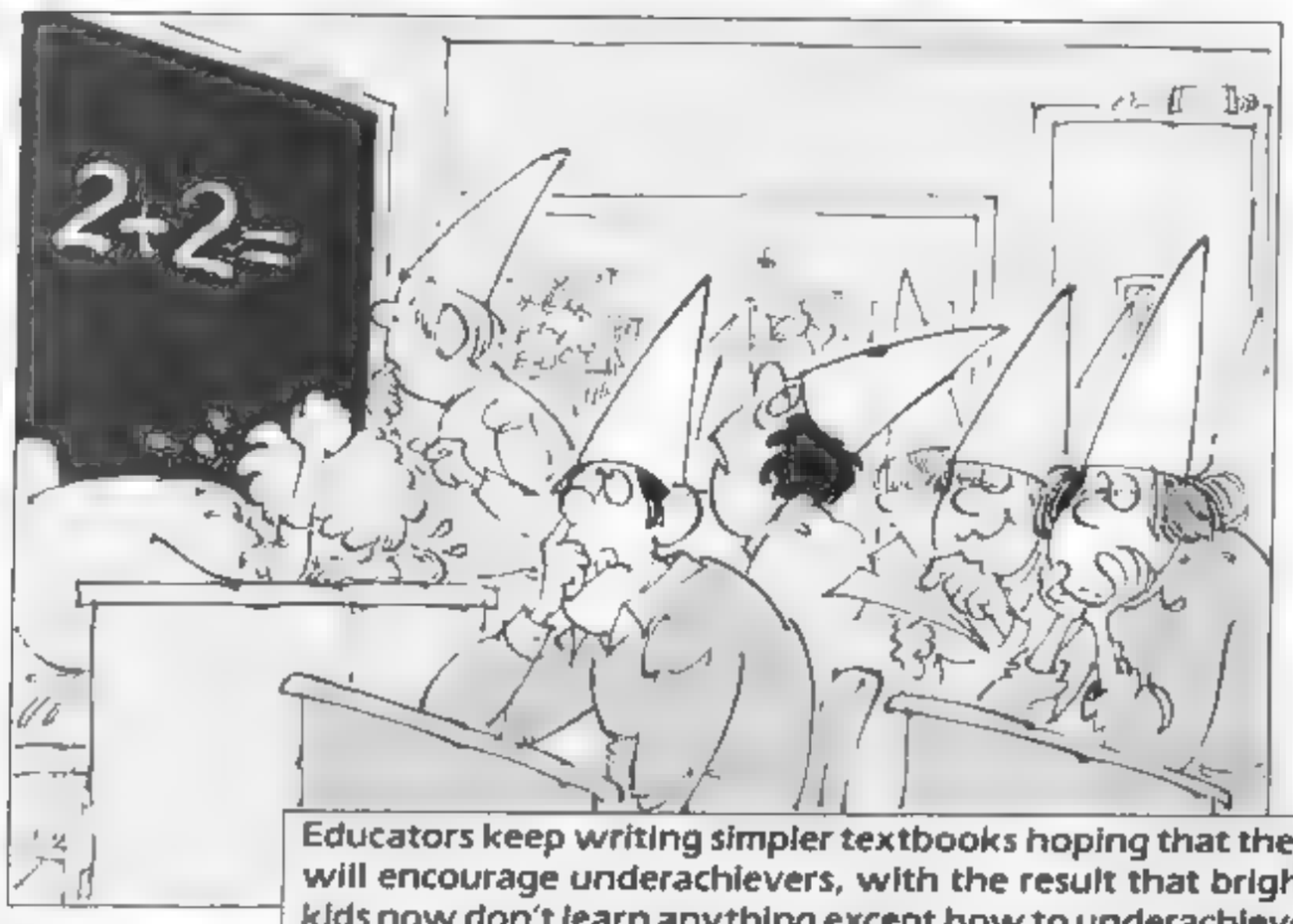
THE MAD MAXIM:
"EXPERTS NEVER STOP MAKING
'IMPROVEMENTS' UNTIL
EVERYTHING BECOMES IMPRACTICAL!"

By spending hundreds of billions of dollars, the Pentagon has developed a new and sophisticated military establishment that can allegedly win a full scale nuclear war in outer space—but not in Central America.



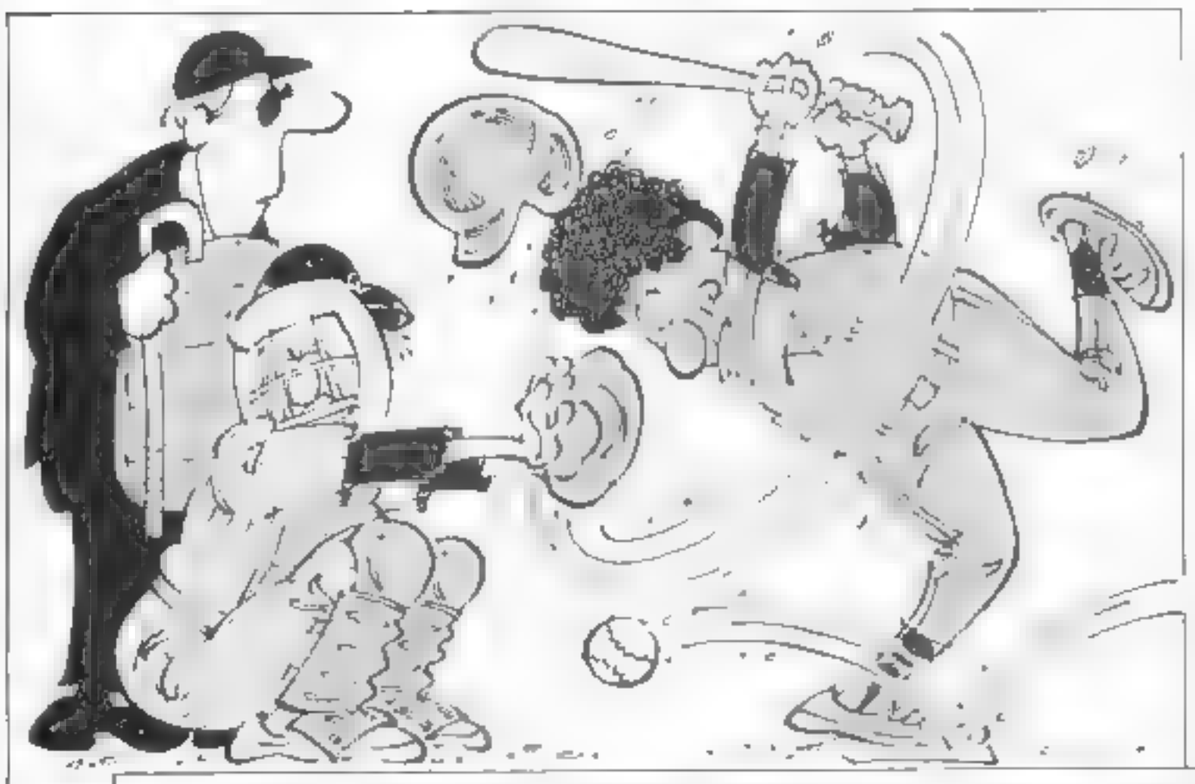
So many glitzy accessories have been added to new cars that buyers who only want an AM radio and a heater are warned that they're now going to have to pay substantially more for such a unique "customized" model.

OK AT FAR COME

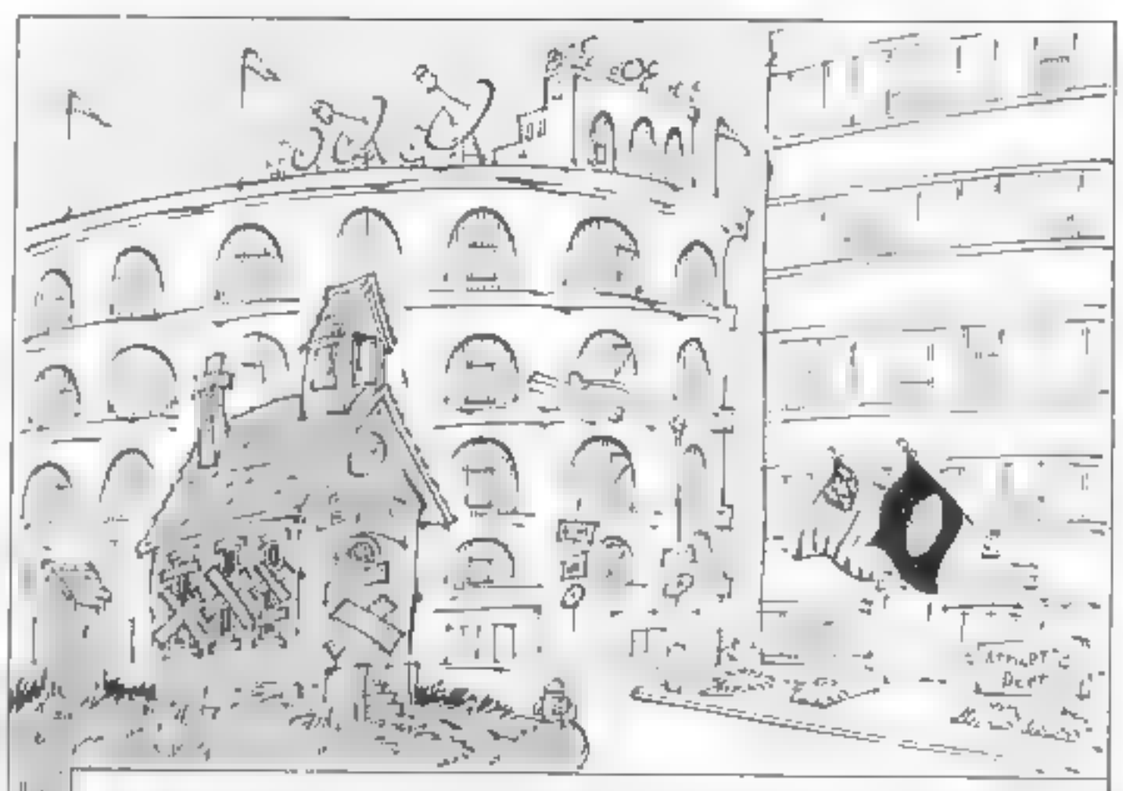


Educators keep writing simpler textbooks hoping that they will encourage underachievers, with the result that bright kids now don't learn anything except how to underachieve.

WRITER: TOM KOCH



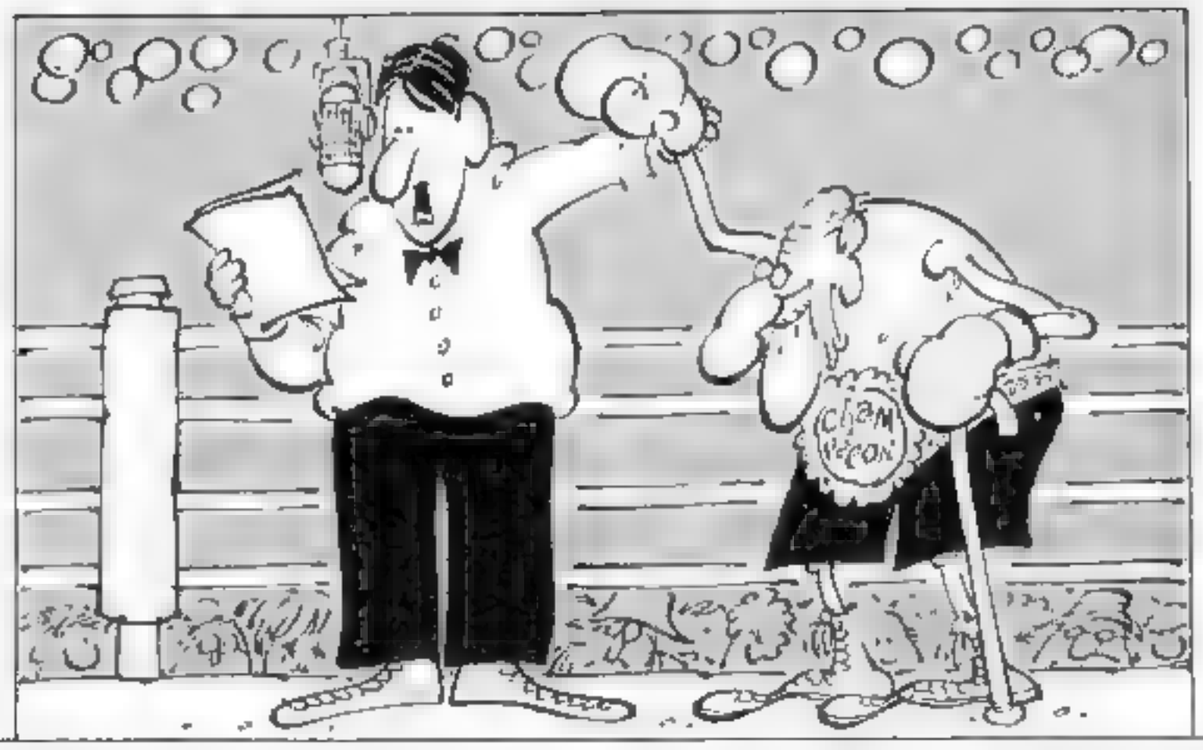
To enable more fans to enjoy major league sports, many new expansion teams have recently been formed, all manned by players who definitely belong in the minor leagues.



Colleges across the U.S. have become so expert in obtaining TV revenue for their football teams that they can now be profitable without having any real students at all.

THE MAD MAXIM:
"EXPERTS NEVER STOP MAKING 'IMPROVEMENTS' UNTIL EVERYTHING BECOMES IMPRACTICAL!"

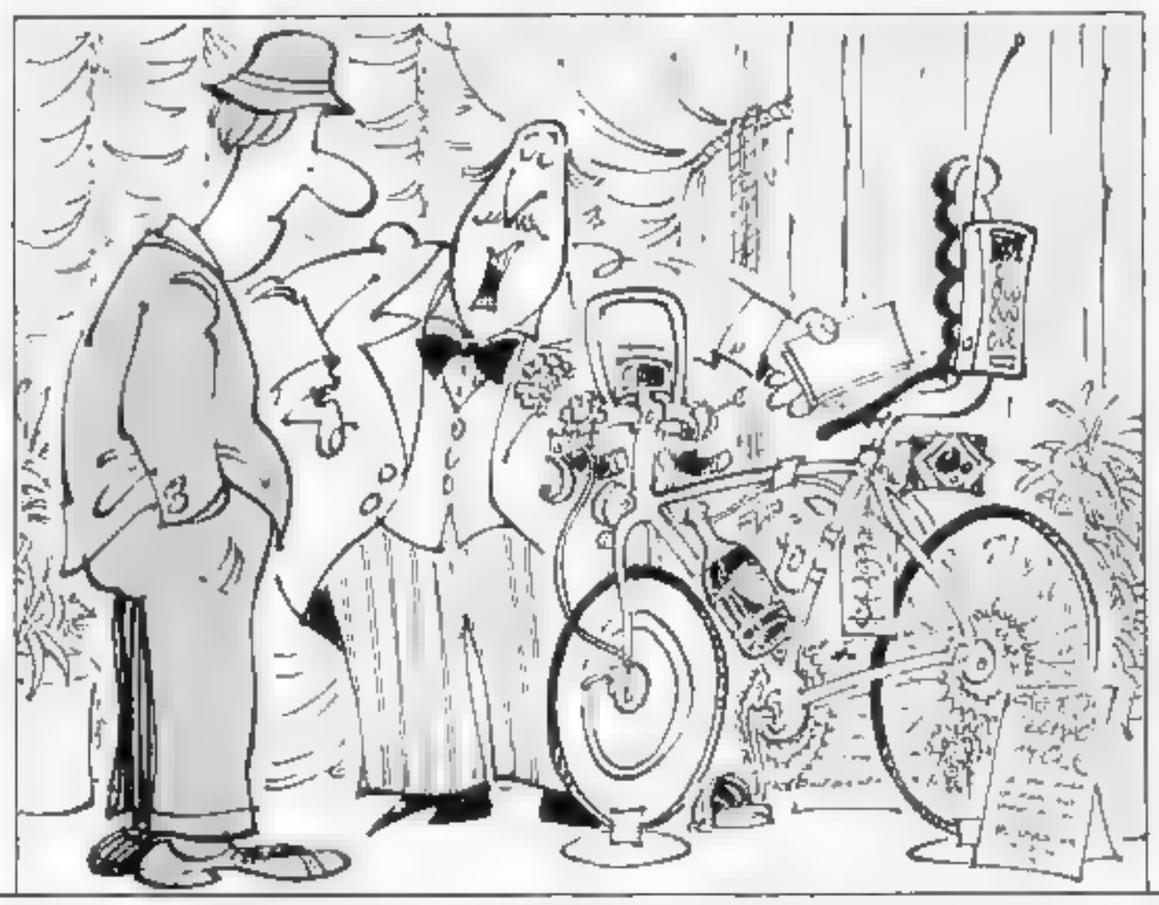
The miracle of direct long distance dialing has become so widespread that it is now possible for almost any drunk anywhere in the world to wake you at three in the morning.



Organizational skill within professional boxing can be thanked for giving us so many different weight divisions and so many different Federations that every fighter in the world is now the champion of something.

Pharmaceutical companies have introduced so many new life-saving drugs that hospital emergency rooms have become filled with scores of people suffering from the harmful side effects of taking them.

Increasingly creative corporate financing has made it possible for virtually any kid with a lemonade stand to take over General Motors just by issuing enough junk bonds.



Bicycles, which became popular as inexpensive alternatives to the automobile, have been so upgraded that the same people who could not afford to buy a car now also cannot afford to buy a bicycle.

GADGET GOES TO WASHINGTON DEPT.

Look!? A guy **leaped** out a **ten story window** and landed in a **trash can** and now he's **rolling down the street** in it!

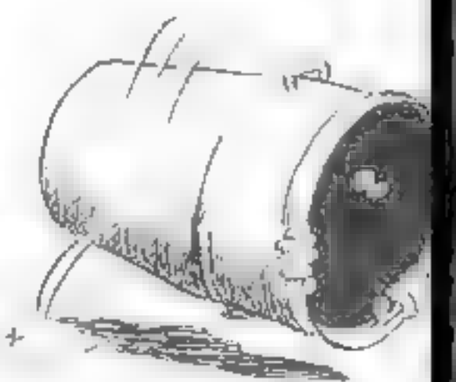
I'll bet he's some **undercover cop** or **a top government agent** chasing **spies!**

Wrong, folks! He's **just** on his way down to the corner to **buy a newspaper!**

Really? Then **why** did he **jump** instead of just taking the stairs like a **normal person?**

Stairs? No way! He's got to **show off** his inane, I mean **innate, inventiveness!** He's

MAC GIMMICK



MacGimmick, my **landlord** is trying to **force** me out of my apartment! He's made my life a **living hell!**
Here!
Your **business card?**
No, The **Equalizer's** phone number! I don't do **"local stuff"!**

MacGimmick, my niece supposedly committed **suicide** but I think she was **murdered!**
Here!
Your **business card?**
No, the home phone number of **Jessica** over at *Murder She Wrote!* I don't do **"murders of friends and relatives"!**

ARTIST: ANGELO TORRES WRITER: DICK DEBARTOLO

MacGimmick, I think my boss is involved in some **international conspiracy!**
International conspiracy! Great! **Here!**
This says **"Do not pass Go, do not collect $200"!**
Only on **one** side! Flip it over! I **transformed** it into my **business card!**
Wow! You really are **clever!** And **CHEAP!**

I see you live on a **boat!**

Of course! It's not **so unusual.** **Lots** of famous sleuths have lived on boats. **Sonny Crockett** from *Miami Vice*, **B.L. Stryker**, the team of **Simon and Simon** and even **Quincy all** lived on boats!

True, but **none** of them **converted** their boat into a **treehouse!**

WOW!

NAGINA

I work for a **fruit exporter.** Something **strange** is going on at the company Lately, my boss has been getting **outrageous prices** for the crates of oranges we export!

Last spring s **frost did drive up** the price of produce!

He's getting **$2,000 a case!**

Wow! At that price a **quart** of orange juice would cost **$300!** That's even more than a **7-Eleven would charge!**

Your story bears **investigation!** Let's see, I have a **gun, rope, food, waterproof matches...**

I'm **glad** to see you re taking that **stuff** along!

Oh, I **never** take **anything** along! I take **inventory** before I leave to make sure I don't **accidentally bring** something that might **cut down** on my ability to **improvise!**

This motorcycle is a little **weird,** I know! But **I built it myself!**

My, aren't you **clever!**

Yep, I **made** it out of a **1990 Lincoln Continental!**

You should buy a **real motorcycle!** You could probably make it into a **great skateboard!**

OLD CHUM

A friend gave me your **name** but they didn't tell me **who** you **work for.**

I work for **The Phonex Agency!** It's a **top secret organization!**

Really? Who **funds it? Who** pays **your salary?**

Sorry, **those** are the **TOP TWO SECRETS!**

THE WIDE ONE

That's where I work, **Fraud Fruit Exporters.**

Is there a **night watchman?**

Yes, and that's **another suspicious thing!** The night watchman works **9 to 5** just like the rest of us!

FRAUD

Now I'll show you around **inside!**

Wait! Watch this! I take an **ordinary stick** and a piece of **rusty metal! Eyeballing** the lock, I start to **whittle a key!**

But I **have** the key

Good! Give it to **me!** Whittling will go **much faster** if I use the actual key as a **guide** to make my **copy!**

On second thought, we'll have to **climb** inside!

We wouldn't **have to** if you didn't screw **up** the lock with that **stupid wooden key!**

I'll **cut** the wires to the **burglar alarm!**

Hold it! **Wait!** That's **not—**

I'm trying to **tell you**—there **is no burglar alarm! You** cut the wires to the company's **electric supply!**

I knew that!! It was merely a **clever ploy** for me to use my **entire body** as a **flashlight!** Now I can see the window **clearly!**

Look! Last year on **sales of $1 million,** we cleared a profit of **42 million dollars!**

God, I'd love to have **your accountant** do **my taxes!**

I'll tell him! He'll be **eligible for parole** in about **ten years!**

There! I made a hole in the wall with this **forklift** so we can get to the shipping dock!

You go through the hole you made! I'll just use this **unlocked door** that leads to the **same place!**

The Horizon sails tonight at midnight!?" Hmmm...it must be some sort of **code!**

See that **big ship** over there? It's named the **Horizon!** It sails at **midnight!**

Hey—you **broke the code! You're my** kind of **woman!**

We've got to catch your boss **red-handed!** We'll get a **foreigner** to pose as the **president of a third-world nation** who wants to buy **illegal weapons!** But we have to work **fast!**

Where can we find a **foreigner** at **this** time of night?!

Easy! We'll call a **New York cab!** I haven't gotten in one **yet** that wasn't driven by a **foreigner!**

My **boss** is on his **way!**

And **I've** briefed the **cabbie** on **exactly** how to **act!**

MacGimmick, people may believe you can make **a car** into a **motorcycle,** but asking them to believe you can turn **a cab driver** into a **president** is really **pushing it!**

I'm happy to meet you, **Mr. Presidente!** Exactly **how much** are you willing to pay for **1,000** of these **guns** for your **little country** of **Absurdo?**

My country is prepared to pay you **fifty thousand dollars!**

$50,000?? That's **all?**

No, **$50,000 plus tip!**

Tip? What are you **talking about?**

Er...$50,000 for **you,** and a $5 000 tip to your secretary for arranging the deal!

Agreed! Do you have a **ship** to pick up the guns?

No! I'll take them back to my country **in my cab!**

Cab?!!

I'll have to make **several trips!**

Okay, the game is up, slimeball! **Put up your hands!**

MacGimmick, **how** can you **threaten him** with a **yardstick?!**

It's a yardstick **now,** but in 20 minutes, I could make this into a **death-dealing sword!**

There's **no need** for **violence!** I **assure** you, this is an **honest operation!**

Really? How come **every case** I've opened contains a few dozen oranges and the **rest** is **guns and ammunition?**

The orange business is **slow!** We give the guns and ammunition away as **"premiums"!**

Why did you let us all **get caught?**

Escaping is the only **fun** I have! Once, I was **tied up** down on the docks and I cut the lines with a **swordfish!**

Do you have a **sword-fish now?**

No, but I **was** able to reach a **tuna salad sandwich** someone left from lunch! Cutting the ropes with it may take a bit **longer** than the swordfish did, but I **know** I can make it **work!** Say, did I ever tell you how I once made a **jet plane** out of a **frisbee?** Of course, it could only seat two people!

XXX

REGULAR BULLETS

DUM DUMS

We're **free** of the ropes, but we're **locked in! What** in the world can we use to **get out?**

MacGimmick, we're in a room **full** of **guns, bombs and explosives** and you ask **"What** can we **use?"**

Oh, okay, but **I hate** doing this! Imagine me—**MacGimmick—sinking so low** on the **"creative escape meter"** that I use explosives **as explosives!**

FOR SALE CHEAP

That creep won't be **selling guns anymore!**

But **how exactly** did he get caught?

I don't know! I don't **sweat** the **little details!**

SWAT

Sadie, you aren't going to be **safe** now that you **ratted** on your **boss!** Even with him in jail he can manage to **get back at you!**

You're going to have to get into our **relocation program.** We'll get you a **good job,** you'll make **good money,** but you'll just **get lost** in the **mass** of **nameless faces** and **faceless names!**

Does your relo-cation plan **really work?**

I'll say! Our **last** informer is currently going under the name of **Dan Quayle!**

MacGimmick, for your **many years** of **loyal service** to the **Phonex Foundation,** we'd like to present you with this **24 Karat gold Rolex watch!**

Wow! Thanks! Hey, I can smash the **crystal, pull off** the **hands, knock out** the **works** and make this into a **neat sundial** that I can **tell time with!**

Hi, Readers! Reverend Donald Wildmon Here!

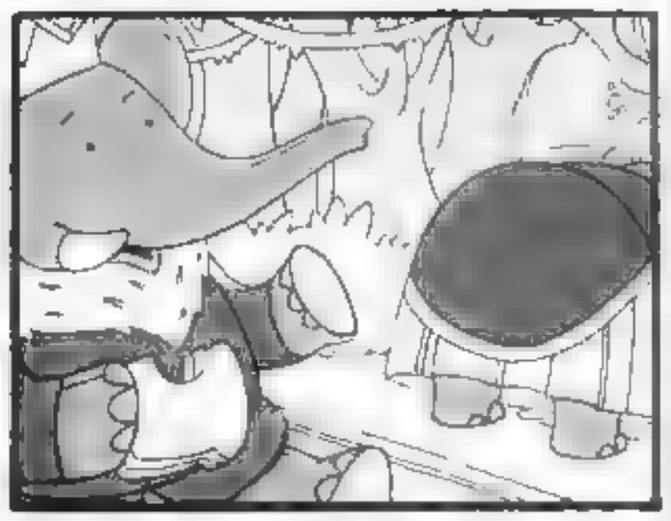
I'm head of the **American Family Association** in Tupelo, Mississippi! I've made it **my job** to **seek out** and **raise a stink** over **anything** I find **subversive, smutty** or **sacrilegious!**

That includes **most movies, TV shows, art, books**—and yes, **magazines!**

In fact, I'm here because I found **this** issue of MAD **especially offensive! Take a look** at **these examples** I've selected and I'm **sure** you'll **agree with me!**

Here, on page 29 in the **"Lighter Side,"** we see a youngster **disrespectfully talking back** to her parents. Such **vulgar depictions** encourage children to **disobey** and **rebel against** their elders, **demolishing** traditional **family values** and **ripping** the very fabric of **decency** in our nation. If it were up to **me,** the next panel would show the demonic child being **soundly whipped** by her clergyman with a **large leather strap.** Now *that* would be the kind of cartoon **I** could laugh at!

I was **repulsed** when I read **"Babar's Final Adventure"** on page 13. This is a **sacrilegious** story about **deviant elephants** that **talk** like **humans.** But the bible teaches us that elephants **cannot** talk (Luke 15:23). The dull-witted **tools** of **Satan** responsible for this story are inciting readers to **turn their backs** on the Lord and make a **mockery** of **Christian values!** Even **worse,** this vile tale begins with **this lewd drawing** of Babar **delighting** as a **decadent pachyderm**—and forgive me for saying this—**"moons"** him!



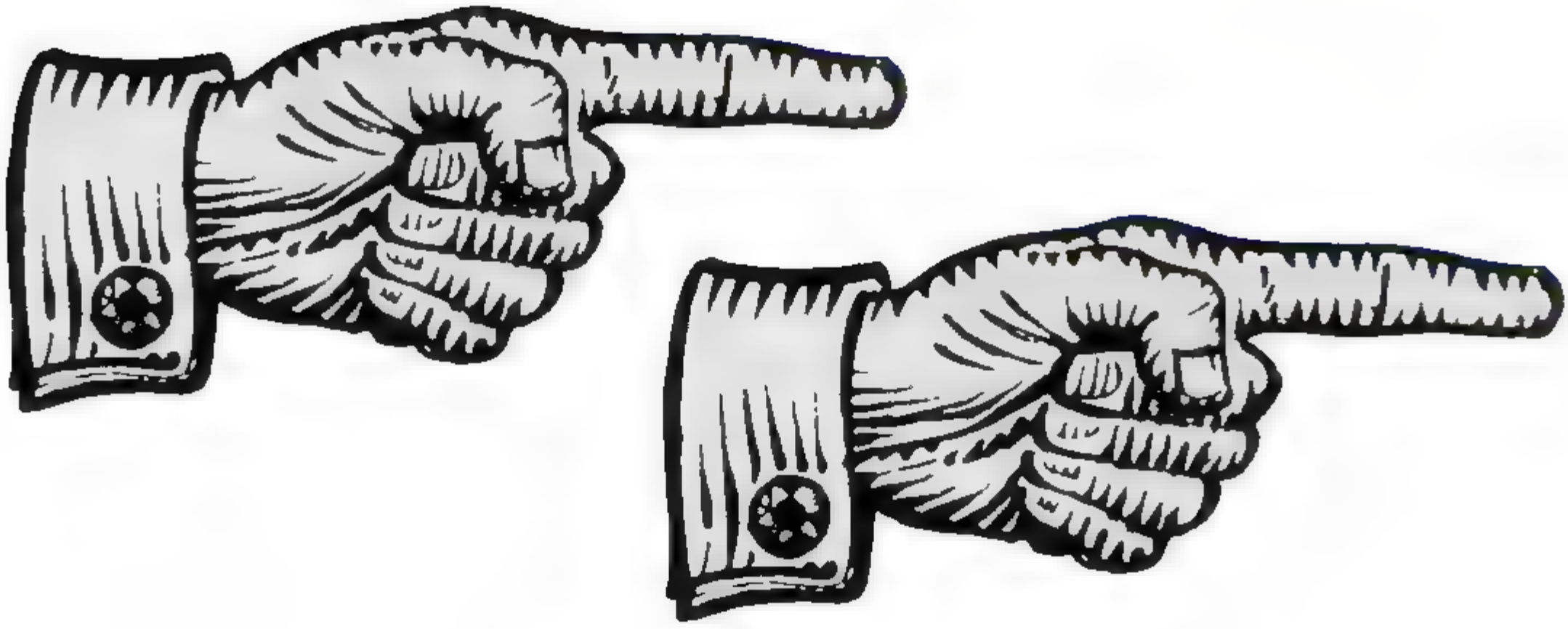
Objectionable material is **not always obvious.** Often, it takes a **trained eye** like **mine** to find it. For example, **"Celebrity Sound Effects"** on page 8 features this **seemingly inoffensive** drawing of a man having his **insides shot out.** This **enlarged detail** of the picture, however, shows that in the pattern of the gunman's **trousers,** the **degenerate artist** has hidden a drawing of a **sex orgy,** full of **depraved, writhing bodies** engaged in the most sordid kind of **obscene filth. See it?** It's **clearly** there!

See what I mean? This filth **must be stopped** and **you** can **help!** If you **threaten to boycott** all of the **advertisers** in this magazine, it will **scare** the **editors** and soon they'll be **cowering at my feet! That's** an idea that really **turns me on!** Well, I've got to **go** now, there's a **page** in **Reader's Digest** that's really **bothering me!**

ARTIST: JACK DAVIS WRITERS: JOE RAIOLA AND CHARLIE KADAU

Nothing to see here!

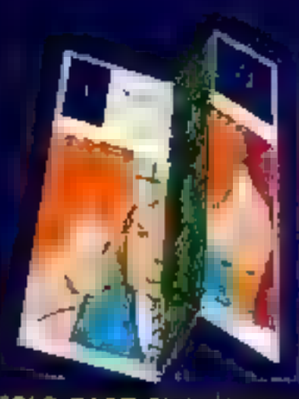
Please skip ahead.



WHAT HAS GEORGE BUSH'S "READ MY LIPS" CHANGED TO?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

A new message has crept onto Bush's lips lately. To see what it is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A) FOLD THIS SECTION OVER LEFT (B FOLD BACK SO "A" MEETS "B"

PEOPLE WERE EAGER TO VOTE FOR BUSH WHEN HE'D SAY THAT THEY SHOULD READ HIS LIPS. HE SOON SAW HOW ROUGH THE BUSINESS OF GOVERNMENT CAN BE. THAT'S WHY HE NOW HAS TO MAKE ROOM ON HIS LIPS FOR A NEW PHRASE!

A) (B

WHAT HAS GEORGE BUSH'S "READ MY LIPS" CHANGED TO?

FOLD PAGE OVER LIKE THIS!

A ◀B FOLD BACK SO "A" MEETS "B"

PAY
THROUGH
THE
NOSE!

A▶◀B

A SEE 'N SAY FOR MODERN KIDS

SPORTS HERO

1. I'm tellin' ya, there must have been a mix-up at the lab!
2. Gambling? Who, me?!?
3. But she looked so much older than 15!

BIG INDUSTRY SPOKESPERSON

1. Fish like oil—that's why they pack sardines in it!
2. Lead, schmed! In 100 years we'll all be dead!
3. Do you like jobs? Then shut-up or we'll move overseas!

MISS AMERICA

1. I intend to be very selective in choosing which shopping mall grand openings I preside over!
2. I thought Bert Parks was dead!
3. What nude photographs?!?

MOTHER

1. Wipe your feet!
2. Wipe that smirk off your face!
3. Did you remember to wipe?

PRESIDENT

1. It never happened!
2. So it happened—I didn't know about it.
3. So I knew about it —It won't happen again!

AMERICAN CAR

1. Putt-Putt-Putt-Putt-Putt-Ug!
2. Grind! Crack!
3. Errrrrrrrrrrr -Pfft!

MAYOR

1. The bitch set me up!
2. I have no idea where the money went!
3. I shall appeal!

VICE PRESIDENT

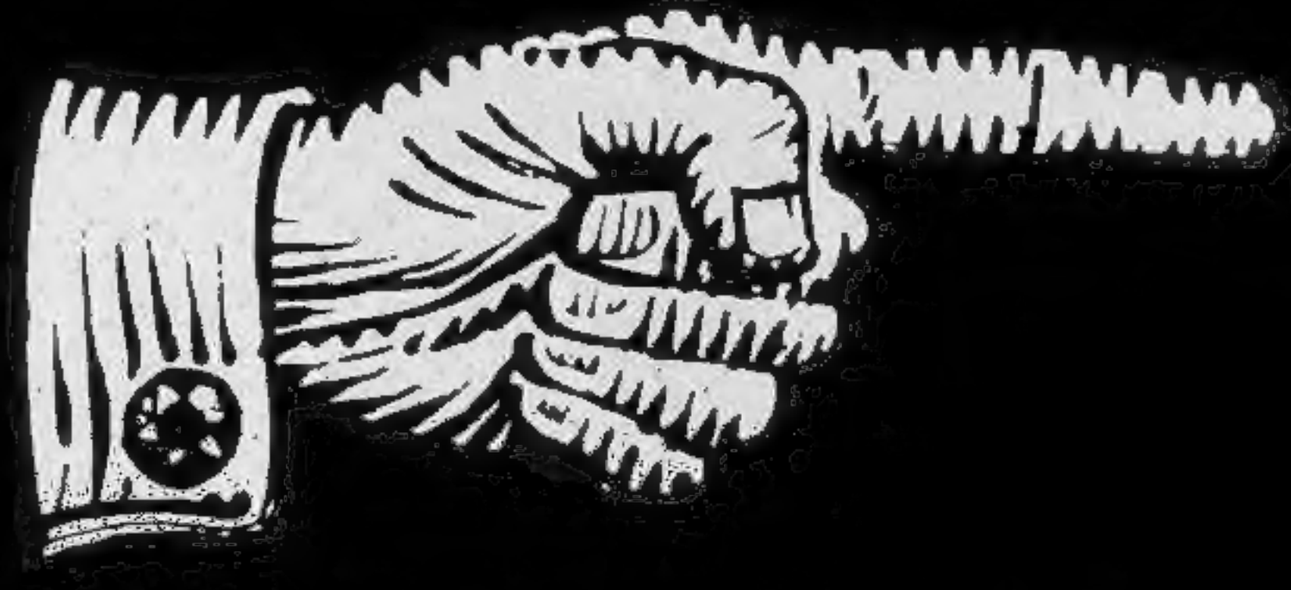
1. I'm my own man, but on this matter I support the president!
2. I'm an independant thinker, but on this one I support the president!
3. There is room for many divergent opinions, but on this matter I support the president!

CIGARETTE MAKER

1. Every elevator should have a smoking section!
2. Cough! Hack! Cough! Cough!
3. The Surgeon General is Satan's tool!

FATHER

1. Who the hell left their damn bike in the driveway?!?
2. And just where the hell do you think you're going?!?
3. Hey, watch your damn mouth! Where do you pick up such language?!?



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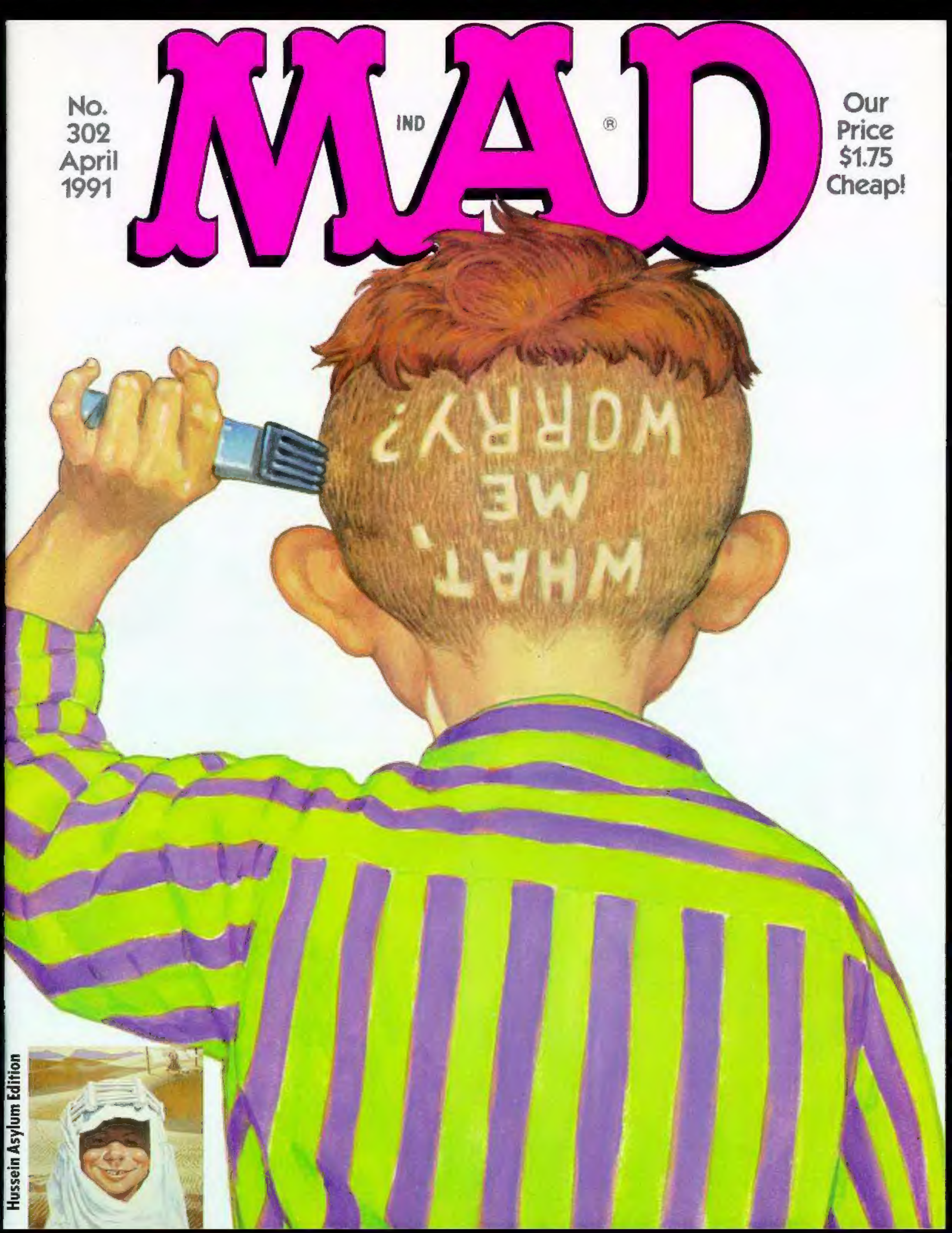

Hussein Asylum Edition